[illegible] 28, 1952

35c PER COPY

BROADCASTING TELECASTING

ROIT PUBLIC LIBRY
NOLOGY DEPT
DETROIT 2 MICH

21ST year

this is the story of a bank

. . . but a story that applies to every maker of iron, wood, steel, candy, dolls, clothes, molasses, leather belts, baby carriages, pipes and anything else that is a business in business for money

That's blunt, but that's the way the problem was put to WOR.

Said the bank, "Increase our deposits."

Said WOR, "We can't guarantee it."

Said the bank, "From what we've heard, you're good at these kinds of jobs. We're willing to try."

(We like a bank like that!)

IN 6-MONTHS WOR BROUGHT THAT BANK A 25% INCREASE IN DEPOSITS.

A 25% INCREASE IN THE BANK'S GENERAL BUSINESS.

Said the president . . .

"Beyond any doubt the soundest medium of advertising for this bank is WOR."

If you want goodwill — if you want results — if you want every advertising dollar to equal more than any advertising dollar you've ever spent, call or write

— that power-full station **wor**

at 1440 Broadway, in New York

Farm Leadership

is no mere accident

WLS farm programs are planned and presented by men and women who have spent a lifetime studying the problems of agriculture — know just what times are best for reaching the market — know just what types of programs are needed and wanted. A few of these specialists are pictured on this page — all exclusively WLS broadcasters.

Thru years of service to the vast agricultural industry by these and other station-specialists, WLS has emerged as the undisputed leader in the Midwest. No mere accident — but the result of planned programming and service by the largest informed agricultural staff in radio.

... Service that Sells

This agricultural leadership has solid commercial value. The over 3½ billion dollar cash farm income (11½% of the nation's total) in the WLS effective coverage area(*) can be most profitably tapped by the 50,000 watt voice of WLS. That is why leading national and regional advertisers have consistently used WLS to sell the 1,738,370 (*) radio families whose economy is so greatly dependent upon agriculture.

When thinking of the Midwest, think of WLS for effective coverage of this important agricultural market. Your John Blair man has details — or write WLS direct for additional proof.

LARRY MC DONALD
Agricultural specialist on the early morning FARM BULLETIN BOARD program — served by WLS Field Staff and special wire services.

ART PAGE
WLS Farm Editor. Conductor of DINNERBELL TIME, oldest farm service program in radio.

AL TIFFANY
Ace farm specialist — comments on all news affecting agriculture on the daily TODAY'S FARM MARKETS program — served by WLS Field Staff and special wire services.

GLADYS SKELLY
Prairie Farmer Homemaking Editor. Appears regularly on PRAIRIE FARMER AIR EDITION.

DAVE SWANSON
Agricultural market specialist. Broadcasts market summaries from U.S. Stock Yards.

BILL MORRISSEY
Livestock market expert. Broadcasts daily market reports.

F. C. BISSON
Grain market specialist. Broadcasts daily from the studios of WLS.

PAUL JOHNSON
Prairie Farmer Editor. Commentator on PRAIRIE FARMER AIR EDITION.

*

1950 SURVEY OF BUYING POWER
WLS-BMB, 1949, 25-100% daytime Radio Families in towns 25,000 and under, within WLS-BMB area.

WLS
CHICAGO 7

The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK — REPRESENTED BY JOHN BLAIR & COMPANY

"In less than a year

volume more than..........**DOUBLED!**"

So writes J. F. Cunningham, sales manager of the S. T. Jerrell Company, maker of dried milk products. Jerrell's Nonfat Dry Milk Solids "had made no real progress in consumer preference in 1950. The change we made in the Birmingham area was to put most of our budget into radio, with the major portion going to WSGN and WSGN-FM.

"We expected results, and got them," continues Mr. Cunningham. "Volume more than doubled in less than a year. In 1951 Jerrell's was listed as the preferred brand by 57.3% of the housewives surveyed, as compared with 45.1% in 1950. In addition, our sales picked up substantially throughout the State. We give much of the credit for this to WSGN-FM, which is powerful in rural areas."

Action like this may be the reason that local and regional advertisers purchased more advertising on WSGN in 1951 than ever before in our 25-year history. For sales progress in the progressive Birmingham trading area, use WSGN. Our national reps, Headley-Reed, will provide complete data.

WSGN-FM
That POWER-ful Station
and WSGN

J. F. Cunningham

(WHBS and WHBS-FM, Huntsville, Ala., available in optional combination at substantial savings.)

WSGN is affiliated with ABC and is the key station for the Alabama Broadcasting System.

blished every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Dr. Gerald A. Beatty, Pres.
Delaware Anti-Tuberculosis Society

Hon. J. Caleb Boggs
U. S. Representative

J. Donald Craven
Delaware OPS Enforcement Officer

Hon. J. Allen Frear, Jr.
U. S. Senator

MAY WE QUOTE YOU?

William P. Frank, columnist
Wilmington Morning News

Mary Elizabeth Power, reporter
Journal-Every Evening

John J. Kerrigan, editor
Sunday Star

Dr. Floyd I. Hudson, Secy
State Board of Health

Col. D. Preston Lee
Delaware Civil Defense Director

Dr. Ward I. Miller, Sup't.
Wilmintgon Public Schools

Dean Steele, Pres.
Delaware P. T. A.

Hon. John J. Williams
U. S. Senator

This is the question which three members of the Delaware Press ask prominent Delawareans when they appear before WDEL-TV's cameras, Thursdays at 10:30 P.M. This program — interesting, stimulating, provocative — is Delaware's own press conference now in its second year. Recent guests, some of whom are pictured, include Delaware's Senators and Congressman, City and State Officials, community leaders. "May We Quote You?" is one of many programs presented by WDEL-TV as a service to its viewers.

WDEL-TV WILMINGTON
DELAWARE

WDEL AM TV FM

Represented by
ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles

at deadline

CLOSED CIRCUIT

CBS Radio's answer to NBC's new merchandising plan is due out this week, involving the Great Atlantic & Pacific Tea Co. on nationwide basis.

ANNOUNCEMENT soon will be made by George B. Storer, president of Fort Industry Co., of elevation of Lee B. Wailes, for past four years operating vice president, to newly-created post of executive vice president. In new capacity, Mr. Wailes becomes head of all divisions of company, operating seven AM, six FM and four TV stations.

WHILE OVERTURES have been made for acquisition of Richards' stations (WJR Detroit, WGAR Cleveland, KMPC Los Angeles) collectively and separately, there's no present intention of disposing of any properties. John F. Patt, president, reports that moves are being made to consolidate three properties and expand, rather than contract operations. NBC among those reportedly interested in KMPC (it's no secret that it has negotiated for both KFI, present affiliate, as well as KMPC) to place it on equal footing with other networks which own their L. A. outlets. Latest conversations, however, did not reach money-talking stage and station is not regarded by ownership as "on the block" (see Patt statement, this page).

UNDERCURRENTS of dissatisfaction in television representatives commissions occasioning more and more inter- and intra-station discussion. Although "normal" still 15%, some stations have negotiated individual contracts with top representatives for as little as 7% commission on TV sales. Television spot reportedly costs about four times as much as radio spot, and sale takes only twice as much work.

IT CAN'T be confirmed without exhaustive study, but we're told that an examination of FCC Form 323A's (report on new stockholders holding less than control) over last year would show heavy influx of theatre owners buying into radio stations with good TV potentials. One such, it's learned, has already bought into eight radio stations in various sections.

SALES EXECUTIVE of key CBS affiliate in upper midwest wonders "how far is up" after tabbing some large radio gains. This 5 kw station's billings have gone up each of 38 months he has worked there. "Even we don't know how big we are," he says.

BEFORE January ends, FCC will be faced with another big job: Consideration of renewals of literally scores of station licenses. In addition to some 70 AM's, FCC has all 78 TV licenses and therein it faces policy question. Year ago, it renewed all TV licenses pointing to newness of medium, but also said it would call conference on program standards for TV. That pends, but promulgation of new NARTB-TV code, plus pressure of TV alloca-

(Continued on page 6)

PATT MAKES STATEMENT ON NBC INTEREST IN KMPC

REPORT that NBC had made exploratory move looking toward acquisition of KMPC Los Angeles, owned by Goodwill Stations, was confirmed Friday by John F. Patt, Goodwill president. Mr. Patt said NBC, which owns no radio station in Los Angeles, had not made firm offer, however. Said Mr. Patt: "It's true that we have had interest expressed by NBC in the possibility of acquiring KMPC in Los Angeles. That is as far as it has gone. They have made no offer. We have set no price because KMPC is not on the block. We have had at least a dozen inquiries on and several offers for each of our stations. The companies and the estate will always give consideration to any bona fide and substantial offer for any of our properties. However, in the absence of an unusually attractive bid, we are giving consideration to a plan of consolidation and expansion of the Goodwill interests including the likelihood of television. In this connection, various minority interests in our three stations may soon acquire somewhat larger holdings."

'BEST' AND 'WORST'

TV FANS in Illinois, Michigan, Indiana and Wisconsin cast 286,647 votes in popularity poll conducted by *Television Forecast*, Chicago fan magazine, choosing *Kukla, Fran and Ollie*, Red Skelton and *I Love Lucy* as favorite network shows, and Milton Berle, *Howdy Doody* and *Bob and Ray* as "worst show of all." Local favorites were *Creative Cookery*, *Bob and Kay* and *Press Conference*, while local productions in the "worst" category were *Mr. and Mrs. Kup*, Tom Duggan and Ernie Simon.

LARGEST NETWORK FILM BUY

ABC-TV has purchased 26 feature-length mystery films from Republic Pictures Corp. for showing on network's five owned TV stations, Slocum Chapin, ABC vice president in charge of owned television stations, announced Friday. ABC spokesmen asserted that "this constitutes the largest single purchase ever made by any network for the presentation of full length feature films on television." Contract gives ABC exclusive rights to show films for period of 18 months.

BUSINESS BRIEFLY

HELLMAN'S SPOTS ● Best Foods Inc., New York (Hellman's mayonnaise), starting radio-TV spot announcement campaign Feb. 19, 18 weeks, tentatively slated for 150 radio and 20 TV outlets. Agency, Benton & Bowles, N. Y.

MUSTEROLE EXPANDS ● Musterole Co., Cleveland, adding 30 smaller stations to current spot schedule across country starting at once and running through February. Agency, Erwin, Wasey & Co., N. Y.

GOODRICH VIDEO ● Goodrich Rubber Co. considering video spot schedule in TV areas not covered by *Celebrity Time*, CBS-TV, Sun., 10-10:30 p.m. Agency, BBDO, N. Y.

TELEVISION TEST ● Johnson & Johnson, New Brunswick, N. J., now using test TV spots in Indianapolis and Cincinnati, may expand schedule if successful. Agency, Young & Rubicam, N. Y.

JERGENS DISCS ● Andrew Jergens Co., Cincinnati (lotion), to sponsor half-hour transcribed show, *Jergens Hollywood Playhouse*, on nine stations in West-Central area starting early in February for 13 weeks. Agency, Robert Orr & Assoc., N. Y.

POLITICAL SPONSOR ● Stassen for President Committee to sponsor 15-minute talk by their candidate Feb. 2, over DuMont Television Network, during intermission of Saturday night wrestling coverage.

RANGER JOE MOVES ● Ranger Joe Inc., Chester, Pa. (popped wheat and popped rice

(Continued on page 100)

FIRST 'TODAY' RATINGS

FIRST ratings of NBC-TV's new big daytime show, *Today*, were released Friday by network, which said American Research Bureau listed accumulative audience figure for first week, on basis of 30 cities, as 18. Means that about 3,850,000 people saw show one or more times. Average quarter-hour figure was 5.3 or well over million viewers. NBC-TV statisticians figure this rates *Today* at about 8th spot for daytime shows.

Four NARTB Nominees Face No Opposition

FOUR even-numbered districts will have unopposed candidates for election to NARTB Radio Board, according to nominee list sent all member stations. Unopposed are E. R. Vadeboncoeur, WSYR Syracuse, District 2; Harold Essex, WSJS Winston-Salem, N. C., District 4 (incumbent); Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., District 8; Albert D. Johnson, KOY Phoenix, District 16.

William Fay, WHAM Rochester, present District 2 director, was renominated but declined to run.

Nominees have until tonight (Monday) to withdraw or select choice if nominated for more than one vacancy. Election ballots are scheduled to be mailed Feb. 1.

Other district director nominees:

District 6—Henry B. Clay, KWKH Shreveport, La., and F. C. Sowell, WLAC Nashville.

District 10—Frank Fogarty, WOW Omaha; E. K. Hartenbower, KCMO Kansas City; William E. Ware, KSTL St. Louis.

District 12—John Esau, KTUL Tulsa (also medium stations); Jack Todd, KAKE Wichita (incumbent).

District 14—William C. Grove, KFBC Cheyenne, Wyo. (incumbent; also small stations); Rex Howell, KFXJ Grand Junction, Col. (also medium stations); Walter E. Wagstaff, KIDO Boise, Idaho (also medium stations).

Nominees for at-large directorships (one to

(Continued on page 100)

for more AT DEADLINE turn page ➧

at deadline

HORAN BILL FAVORED BY COMMISSION

FCC fully favors Horan Bill (HR 5470), whose author, Rep. Walt Horan (R-Wash.), plans to revamp further [B•T, Jan. 14]. Commission position on bill—on political broadcasts—made known to Congressman and subsequently NARTB, which also was working on revamp legislation late in week.

Big item in FCC's comments was suggestion that corrective legislation on political broadcasts state "any qualified candidate or his representative would have a right to equal time over a broadcast station in order to answer broadcasts by *anyone* [emphasis is FCC's] who attacks him or supports one of his opponents for the same public office." This apparently would bring broadcaster in position of not being held liable for libel in such instances.

FCC said it was long in favor of amending Sec. 315 of Communications Act (dealing with political broadcasts) and liked Horan Bill. Also re-opened in letter was "fairness" doctrine of FCC. Commission said it would assure "equality of opportunity with respect to all speeches for or against a legally qualified candidate."

AZCARRAGA BUYS EQUIPMENT FOR TV STATIONS

FURTHER EXPANSION of television in Latin America was indicated Friday when International Standard Electric Corp. announced an order for two complete video stations from Emilio Azcarraga, prominent Mexican radio and television broadcaster, for Monterrey and Guadalajara, Mexico. Amount of orders was not disclosed.

New stations, first to be installed in those cities, are scheduled to go on air before the end of year. Monterrey station, on Channel 6, will operate with 5-kw transmitter while Guadalajara outlet, Channel 10, will use 1-kw transmitter. Most equipment will be supplied by Federal Telecommunications Labs, Nutley, N. J. International Standard Electric and Federal Telecommunication Labs are associated with International Telephone & Telegraph Co.

BOSE HEADS RADIO CLUB

RADIO CLUB OF AMERICA elected John H. Bose, engineer associated with Edwin H. Armstrong, as 1952 president, it was announced Friday. Other officers include Ralph R. Bathcer, Radio-Television Manufacturers Assn., vice president; Frank H. Shepard Jr., Shepard Labs, corresponding secretary; Frank A. Gunther, Radio Engineering Labs, recording secretary; Joseph Stantley, Continental Sales Co., treasurer. Announcement resulted from Thursday meeting, where Albert E. Hylas of Allen B. DuMont Labs read paper on ultra-high frequency tuners for video receivers.

WJZ-TV TO HAVE OWN STAFF

ABC-TV NETWORK to strengthen key station WJZ-TV New York, General Manager Trevor Adams said Friday, by granting operational setup completely separate from network as of Feb. 1. WJZ-TV to have own staff of directors and assistant directors, assigned exclusively to local programs and headed by Bernard I. Paulson, WJZ-TV program operations manager. Station also to have own facilities, probably TV studios 5, 6, 7, and 8 in ABC Television Center, and new studio 12 located block away, by Feb. 15.

In this Issue—

CBS Radio has begun serious campaign to revise affiliation contracts immediately. Purpose of the revisions: to get things in order so the network may change rates at will. *Page 23.*

How would broadcasters fare if Ike got into the White House? General Eisenhower's war-time aide, Harry C. Butcher, says Ike could be counted on to fight for maximum freedom of the air. An exclusive of B•T. *Page 25.*

Here's the way a farm feed company made half a million dollars out of radio advertising which cost only 2% of that amount. *Page 31.*

It's an awful give-and-take among television networks trying to clear station line-ups for the political conventions, with not enough stations to go around. *Page 23.*

Frederic R. Gamble, AAAA president, wants newspapers to fix rate change dates at twice a year. *Page 28.*

Total gross time sales of four major radio networks in 1951 were $174,718,594, 4.8% below sales for 1950. *Page 27.* The TV networks' gross billings in 1951 were $127,989,713, 188.5% bigger than in 1950. *Page 67.*

The Authors League of America condemns radio and television "blacklisting" and wants an FCC inquiry. *Page 29.*

Merger is under serious consideration by the five branches of Associated Actors & Artistes of America to make up a single talent union. *Page 29.*

President's 1953 fiscal year budget includes an $8,075,000 appropriation for FCC. That's $1,958,350 more than the Commission got in fiscal 1952, but the extra money is needed to finance the TV work-load. *Page 26.*

The rules and standards that the FCC will adopt in ending the TV freeze will run to 99 typewritten pages. The way things are going, it looks as though the thaw will come soon after Feb. 15. *Page 67.*

Sen. Ed Johnson thinks the government's ban against color television manufacturing is an outrage. Though Defense Chief Wilson, who invoked the ban, doesn't agree, he'll meet with industry representatives Feb. 8 to review the situation. *Page 69.*

Broadcasting will get around $100,000 in U. S. Army and Air Force recruiting advertising. *Page 27.*

Upcoming

Jan. 28-89: BMI Program Clinic, Waldorf-Astoria Hotel, New York.

Jan. 30: Senate Interstate & Foreign Commerce Committee hearing begins on S 2444 to prohibit distilled spirts (hard liquor) advertising on airways. 10 a.m., Caucus Room, Senate Office Bldg., Washington.

Feb. 5-7: Radio-Television Mfrs. Assn., mid-winter conference, Roosevelt Hotel, New York.

(Other Upcomings page 38)

Closed Circuit

(Continued from page 5)

tions currently considered, may cause FCC t issue full one-year renewals.

LAWYERS practicing before FCC are of tw minds on tentative decision reached to co sider TV applications on frequency-by-fr quency, rather than city-by-city basis, with a applicants in same pot. One thought is it w expedite licensing of new stations; other th it will mean many less-qualified or eve unqualified applicants will get virtually aut matic grants in smaller markets.

SERIOUS recruiting problem facing Broad cast Advertising Bureau's new 48-state mem bership committee as full separation fro NARTB approaches. Over three-fourths o BAB members now enjoying low dues unde joint NARTB-BAB fee structure expirin April 1.

CHANCES are bright for NARTB board a proval of long-advocated discount in du covering group membership of stations unde one ownership. Finishing touches being put o plan for submission to board in San Anton next month.

WHAT'S THE PITCH? That was inquiry i radio, newspaper and political circles la Thursday, when J. Leonard Reinsch, managin director of Cox Radio and Television station walked into White House news conferen practically on arm of President Truma Wagging tongues had him back in as rad advisor to Chief Executive—post he he briefly when Mr. Truman assumed office i 1945. Said Mr. Reinsch: "It was purely social call."

GLEN McDANIEL, enterprising young pres dent of Radio-Television Mfrs. Assn., has de clined proffer of partnership in old-establishe New York law firm to continue with trad association at Washington headquarters Named for three-year term which began las April, Mr. McDaniel resigned as RCA vic president to assume industry post, but it's doubtful whether he will remain for full term

HARBINGER OF what may happen dai from now on: One highly placed consultin engineer reports well informed client in Mid west advised him last Tuesday that free would be lifted the following day, Wedne day. Based on past experiences in officia Washington, it can be expected such rumor will recur until FCC finally hands down i report, still expected about mid-February.

FORAYS of organized labor in direction o continued rounds of wage increases, usin Walsh-Healy Act as vehicle, being viewed wi alarm in trade association circles, notably tho representing industries with many small bus ness enterprises. Among these are electroni and component manufacturers, who, alon with other trade groups, are contemplatin long-term campaign to prevent what th regard as spiral that could cripple their oper tions.

SUGGESTED research for radio-TV officia concerned with Johnson-Case new anti-rad TV distilled beverages (liquor) advertisi bill (S 2444): At turn of year, distillers affirmed policy of not using television becau of its feminine and home appeal. Also turn down were other advertising media which a peal to women or home.

for more AT DEADLINE see page 100

THERE'S NOTHING BETTER THAN...

FIRST PLACE!

KOWH OFFERS EIGHT FIRST PLACE AVAILABILITIES FOR MINUTE PARTICIPATIONS . . .

Hooper - Omaha, Nebr. - Council Bluffs, Iowa - Oct. - Nov., 1951, Mon. - Fri.

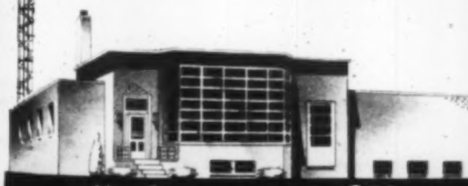
TIME	KOWH PROGRAM	SHARE	RATING	OTHER STATION RATINGS "A"	"B"	"C"	"D"	"E"
10:30 A.M.	**Time Out**	**39.5**	**7.1**	5.3	3.3	1.3	0.4	0.2
11:30 A.M.	**Sammy Kaye Show**	**34.3**	**5.1**	3.6	2.6	1.9	1.1	0.0
12:45 P.M.	**12 O'clock Already**	**40.3**	**7.4**	4.9	2.5	1.8	1.3	0.0
1:45 P.M.	**Make Believe Ballroom**	**34.6**	**5.5**	5.5	1.6	1.2	1.0	0.6
2:45 P.M.	**Sandy Jackson Show**	**60.9**	**9.0**	2.8	0.9	0.9	0.4	0.0
3:00 P.M.	**Sandy Jackson Show**	**54.5**	**7.5**	3.1	1.7	0.4	0.4	0.0
4:15 P.M.	**Paging the Stars**	**42.8**	**5.6**	2.9	2.1	1.2	0.6	0.4
4:30 P.M.	**Sweet Music**	**46.6**	**7.3**	2.8	2.6	1.1	0.9	0.4

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday!
- *Largest share-of-audience*, in any individual time period, of any independent station in all America! *

*Based on the latest available Hooper share of audience for unaffiliated stations including the Omaha and Council Bluffs market (Sept.-Oct., 1951) . . 12 noon through 6 P. M.

Represented Nationally By

The Bolling Co.



Kowh

O M A H A

TODD STORZ
General Manager

"Americas' Most Listened-To Independent Station"

A personally conducted tour of WTMJ-TV
(including the balance sheets)

WE'RE HOLDING ONE FOR YOU
($1.25)

Television Digest ($100 a year) says it's—

"MUST READING"

(for present and prospective TV station enterprisers)

As Fortune articles go (very well indeed these days), this story is not unusual.

As the TV Industry goes . . . well, here's a quote from Martin Codel's Television Digest with Electronic Reports, the private authoritative industry news service:

"Next best to a personally conducted tour of Milwaukee Journal's Radio City (WTMJ & WTMJ-TV) with general manager Walter J. Damm, and a glimpse at its current balance sheets, is to read the article titled "WTMJ-TV" in Fortune Magazine for January . . . We can tell present and prospective TV station enterprisers that this is "must reading" for them. It's an amazingly frank case history of a remarkably prudent and profitable telecasting operation . . . Practically no station operator will let you look at his balance sheet or, if he should, will grant permission to publish figures. Reasons are good and sufficient. Mr. Damm, however, allowed Fortune to have a look for year ended Dec. 31."

If you're in or interested in TV management, you'll want to have your copy of this Fortune article, for reading and permanent reference.

A few copies of the January Fortune are being held for the industry's members. Just fill out the coupon below, detach and mail (with $1.25 enclosed) to Fortune Circulation Service, Kittredge Bldg., Denver 2, Colo. We'll send your copy at once—while they last.

Fortune ***Where Business Concentrates on Business News-in-Depth***

Editorial and Business Offices, 9 Rockefeller Plaza, New York 20, N. Y.

TO: FORTUNE Circulation Service, Kittredge Bldg., Denver 2, Colo.

Here's $1.25.
Please send me the January '52 issue of Fortune which carries the Milwaukee TV story.

My Name____________________

Street____________________

City__________Zone_____State__________

Position__________Company__________

SC

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
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TELECASTING Starts on page 65

WASHINGTON HEADQUARTERS

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Bruce Robertson, ***Senior Associate Editor.***

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

How much meat will America eat today?

☐ **600,000 pounds** ☐ **6,000,000 pounds**

☐ **60,000,000 pounds**

It sounds incredible, but sixty million pounds per day is the right answer . . . enough meat to fill 15,000 two-ton trucks!

Just as incredible is the smooth functioning of the complicated system of meat distribution. It puts all this meat *where* you want it, *when* you want it, and in the vast variety of kinds in which you want it.

Sixty million pounds of meat a day is a big order, and it takes a big industry to fill it. More than 4,000 meat packing companies throughout the United States contribute to the job.

And the truly surprising fact is not how *efficiently* they do it, but that they do it (and have been doing it for years) *at a lower service cost than for almost any other food.*

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • *Members throughout the U. S.*

Now for the first tim

NBC

COMPLETE NATIONAL

BULLETINS
ON THE AIR
DISPLAYS
RESEARCH
POINT OF PURCHASE

Until now no radio network has ever offered advertisers a thorough, realistic service for merchandising their products on a national scale.

Now NBC takes the lead in offering not only the first national merchandising service in network radio, but the finest, most complete merchandising facilities to be furnished by any advertising medium.

HERE'S WHAT YOU CAN EXPECT:

1. NBC's field experts will train advertisers' sales and distribution personnel in getting dealer support, building displays; make demonstration calls with salesmen on key accounts; make presentations at sales meetings; maintain close liaison with key wholesalers and retail groups in their areas.

2. The NBC Merchandising Plan is approved unanimously by the NBC affiliated stations. The network field experts are working in co-operation with our stations, establishing a chain of merchandising services which should deliver for our advertisers the greatest possible point-of-sale impact.

3. Network on-the-air merchandising programs will be developed which will permit dealer tie-ins for maximum local impact. One series, "Market Basket," is now in preparation for food store advertisers.

4. Point-of-purchase material especially produced for the needs of retailers will be available to NBC advertisers at cost. This *in Network Radio . . .*

OFFERS MERCHANDISING

material will be designed to take advantage of network and local station identification.

5. All-important research services will be offered with emphasis on attitude surveys, distribution checks, test stores, consumer panel.

6. Bulletins for mailing to retailers will be prepared and supplied NBC stations on a monthly basis.

This is but a partial list of the services planned by NBC's Merchandising Department. Other activities in the display and national trade fields will be presented at a later date.

WHEN CAN YOU EXPECT THESE SERVICES?

The NBC Merchandising Plan has been in formation since July under the direction of Mr. Fred N. Dodge, formerly Merchandising Director of "The American Weekly." The nation-wide field offices will be functioning by February 15.

Now is the time to plan your participation. The Merchandising Department is available now for consultation on your particular needs.

In the year of hard selling to come, there will be no better sales combination than the NBC Radio Network with NBC Merchandising. *And of all the networks only NBC Radio offers a workable, efficient merchandising service.*

NBC RADIO NETWORK

a service of Radio Corporation of America

★ STANBACK ★ GENERAL MOTORS
'S PIES ★ MARYLAND PHARMACEUTICAL CO. ★ BC REMEDY
OT ★ RKO PICTURES ★ SULFUR-8 ★ HARRIET HUBB
RETS ★ ALLIED DYE & CHEMICAL ★ ANAHIST ★ MUSTEROLE ★
TTE ★ BRISTOL-MEYERS ★ ALAGA SYRUP ★ GRIFFIN SHOE POLISH
GURTA ★ BROWN & WILLIAMSON ★ LIGGETT & MEYERS ★ NEWBRO MFG.
UTOL ★ KRANKS SHAVE KREEM ★ CLORETS ★ RYBUTOL ★ METROPOLIS BRE
BAKING CO. ★ CLORETS ★ BLENSOL ★ KERBEX ★ BEST F
★ HEET ★ IDEAL

SMART ADVERTISERS – buy the low-cost, high powered SALES IMPACT of

WSRS

The Family Station

"BEST BY TEST"

IN THE CLEVELAND MARKET

★ IDEAL ★ ITALIAN SWISS COLONY ★ JOHNSON
★ WHITEHALL PHARMACAL ★ TRANS-CANADIAN AIR LINES
★ LEVER BROS. ★ CURTIS PUBLISHING CO. ★ BALLANTINE'S & SONS ★ YOGURT
★ LIGGETT & MEYERS ★ WELCH GRAPE JUICE ★ STANBACK
★ GENERAL FOODS ★ DOUBLEDAY ★ GENERAL MOTORS ★ ALAGA
AGNER'S PIES ★ RKO PICTURES ★ BRISTOL-MEYERS ★ MUSTEROLE ★ BEST
HUBBARD AYER ★ WILDROOT ★ STOPPERS ★ WAGNER'S PIES
GILLETTE

WSRS
CLEVELAND

"THE FAMILY STATION"
ON THE AIR 24 Hours daily
''round the clock'

ASK FORJOE FOR THE COMPLETE SUCCESS STORY

open mike

Bottleneck Explored

EDITOR:

My congratulations on the very informative article [Jan. 14] on the current FCC delays in processing applications. This is the first time this bottleneck has been explored and the details made available. I could not get any statements out of the FCC when I wrote for comparative figures on employment in the postwar years and now. Can you send me about a dozen reprints or tear sheets of this page? . . .

S. A. Cisler Jr.
Vice President of Operations
WKYW Louisville

* * *

Windswept Miami

EDITOR:

How is this for the longest warmup session on record? Just returned from announcing annual air races at Miami. . . . Crowd of 15,000 or more showed up an hour before the program opened. I kept them in good humor, using up everything I could originate, steal or borrow until the events got underway. Shortly thereafter a 30-mile wind with rain took over and the crowd dispersed without seeing the end of the free-for-all race, involving three crackups. The entertainment for the afternoon was properly balanced: one third flying; one third rain, and one third Brinkley. . . .

Russ Brinkley
WHP Harrisburg, Pa.

* * *

Strange Assembly

EDITOR:

I just read your "Phonevisionaries" editorial in the [Jan. 14] issue of BROADCASTING • TELECASTING.

Tsh. Tsh. Since when, in your opinion, are broadcasters so wedded to the advertisers' dollar that they would object to having the public pay them directly for programs, rather than indirectly through the purchase of advertisers' products?

You speak of "A strange and not inconsequential assembly of subscription TV advocates . . ."

To your list you can add a few more, including:

National Collegiate Athletic Assn. and other sports promoters who cannot survive telecasting of their events for the fees that broadcasters are willing to pay;

Motion picture producers who cannot afford to put their superior product on television for what the broadcasters will pay;

Leading Broadway producers and actors who see Phonevision as the one method of playing to a television audience;

Advertising executives who ar alarmed at the rising costs of television and fearful of never getting true national coverage because of the impossibly high cost of operating TV stations in small communities;

Religious, civic and educational leaders who see Phonevision as the one method of getting minority appeal programs on TV;

And, if you please, hundreds of broadcasters in smaller markets who realize that the only way they can operate a TV station is with subscription revenue combined with advertising revenue in much the same way as in BROADCASTING • TELECASTING.

Finally, there is one more, and not inconsequential group: the public.

Poll after poll has shown that a substantial majority of the public is willing to pay for better programs than TV can offer it supported by advertisers alone . . .

Ted Leitzell
Zenith Radio Corp.
Chicago

* * *

The Big Picture

EDITOR:

. . . One [recent] morning we received a phone call from the Meadville Telephone Co. stating that they had an emergency call to put through to the neighboring community of Saegertown, located seven miles from Meadville. A party on the line in Saegertown had left the phone off the hook and the local phone company could not place the call. The telephone people asked WMGW if we would air an announcement requesting the party whose phone was off the hook in Saegertown to please replace it.

In less than 30 seconds after we aired the appeal, the phone company called to inform us that the party had replaced the receiver. . .

Robert Trace
Station Manager
WMGW-AM-FM Meadvill
Pa.

* * *

Compliments

EDITOR:

Since I have been in San Dieg the last nine months, I have tak more cognizance of BROADCASTIN • TELECASTING than ever before.

As always, B•T is continuing do an excellent job of reportin My thanks to you . . . in keepin this manager better informed.

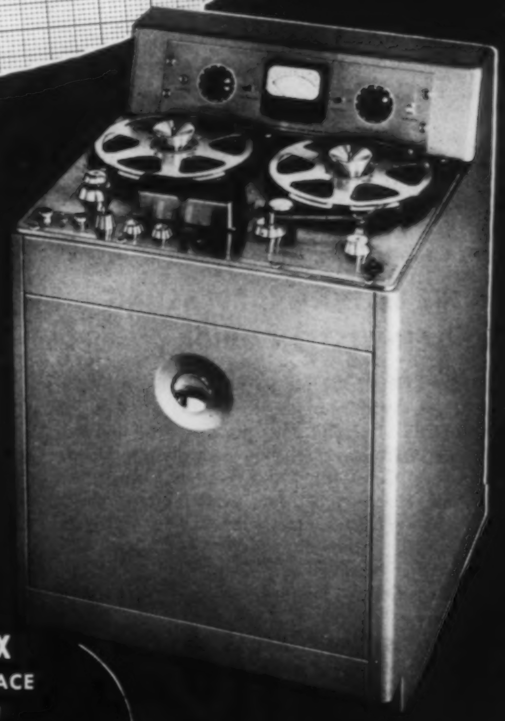
Wilt Gunzendorfer
General Manager
KGB San Diego

• *Something worth thinking about—*

Are Daily Adjustments ***Upping*** *Your Operating Costs?*

There's a big factor showing up in the tape recording world . . . it's the tragedy of *High Maintenance Costs*. Many radio stations are confronted with the daily ritual of recorder checking and adjusting. Added to the time cost of such inspections is the cost of frequent parts replacements and loss of program time.

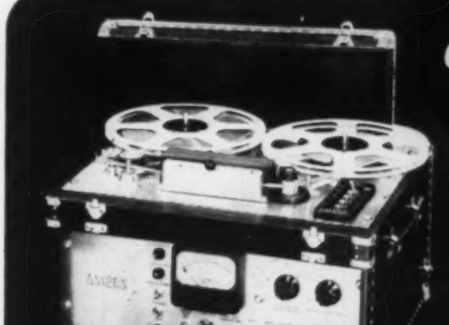
In contrast, Ampex users find their equipment will operate continuously eighteen hours a day with but infrequent inspection. Upkeep and replacements are almost nil; heads have remarkably long life. Ampex performance is constant over long periods of continuous operation. Long life with low maintenance is assured in each Ampex recorder by high manufacturing standards and complete test of each machine before shipment. It all adds up to one sure fact—Ampex quickly pays for itself out of savings from lower operating costs and added dependability.



MODEL 300

YOU CAN RECORD ON AN AMPEX TODAY--AND BE SURE OF IDENTICAL PLAYBACK A YEAR FROM NOW

AMPEX
SETS THE PACE
IN *BOTH*
Overall Economy and Fidelity!



SERIES 400-A

Complete Specifications on Request

Shown here are the time proven Model 300 Console and the advanced Series 400-A. Throughout the field of professional audio recording these two Ampex machines are the recognized leaders. Model 300 put many a big name artist on tape—Series 400-A incorporates many of its features.

AMPEX

Magnetic Tape Recorders

AMPEX ELECTRIC CORPORATION
REDWOOD CITY • CALIFORNIA
Dealers in Principal Cities

AX-71

STANDARD OF THE GREAT RADIO SHOWS

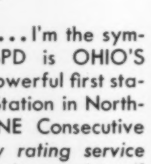
Hi... I'm Speedy

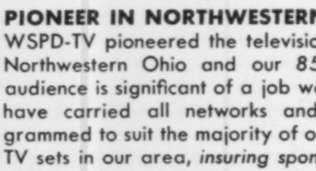
THE PIONEER

*SYMBOL OF THE BEST IN BROADCASTING IN NORTHWESTERN OHIO

PIONEER IN OHIO RADIO... I'm the symbol of WSPD because WSPD is OHIO'S PIONEER STATION. And, this powerful first station in Ohio has been the *1st* Station in Northwestern Ohio for THIRTY ONE Consecutive Years. Hooper, Nielsen, *every rating service* Proves WSPD is the top dialing habit of 300,000 radio families. When you BUY RADIO in Northwestern Ohio BUY "SPEEDY", WSPD, Ohio's Pioneer Voice of Radio for 31 years.

PIONEER IN NORTHWESTERN OHIO TV
WSPD-TV pioneered the television industry in Northwestern Ohio and our *85%* share of audience is significant of a job well done. We have carried all networks and have programmed to suit the majority of over 150,000 TV sets in our area, *insuring sponsors of Point of Impact* for every sales message. It's "Firstest with The Mostest" in Northwestern Ohio TV with "SPEEDY", the TV PIONEER.





I'm on my way to round up more facts for *broadcasting buyers* in Northwestern Ohio. REMEMBER . . . when you see "SPEEDY" it means SPEEDY RESULTS on RADIO or TELEVISION in NORTHWESTERN OHIO & SOUTHERN MICHIGAN. CALL YOUR KATZ MAN or TOLEDO and ask about "SPEEDY" . . . and SURE SALES.

WSPD AM-TV

Represented Nationally by KATZ

agency

J. WALTER THOMPSON Co., Chicago, has reorganized its executive departments. **KENNETH J. WARD,** a vice president, becomes copy director, replacing **GEORGE C. REEVES,** new Chicago manager. Vice Presidents **J. MARK HALE** and **NORTON O'MEARA** were named associate copy directors; **FREDERICK W. BOULTON,** vice president and executive art director, named director of creative services. **GEORGE BAIER** is new manager and administrative director of the art department.

BOGART CARLAW, vice president, Foote, Cone & Belding, N. Y., to Biow Co., N. Y., as copy chief.

Mr. Carlaw

ERWIN D. SWANN, vice president, Biow Co., N. Y. has resigned. His future plans will be announced shortly.

CAROLINE STELLA, J. Walter Thompson Co., N. Y., appointed assistant manager of the International Media Dept.

SIMON & GWYNN ADV., Memphis, will open an office in Nashville Feb. 1. **G. K. LECKIE,** account executive, appointed Nashville manager.

on all accounts

ALTHOUGH he was born in Nebraska, Bill Fisher never heard of its town of Ong until he went there in 1935 to take over as high school principal and dramatics teacher.

The deflated 30s and obscure Ong, however, collaborated in leading him to radio and television. Now radio-TV director of Gardner Adv. in St. Louis, Mr. Fisher knows his future "started back there."

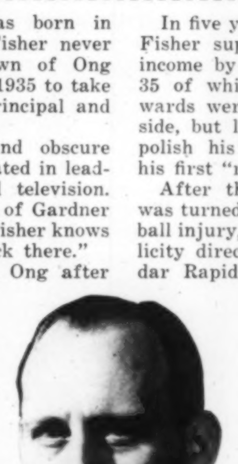
Mr. Fisher went to Ong after graduation from the U. of Nebraska with a journalism degree. Two years at the high school encouraged his talent for drama and led to the U. of Colorado, where he became stage manager, technical director and, finally, director of the University Theatre.

To round-out his 24-hour day, Mr. Fisher picked up a master of arts degree in drama, taught stagecraft and acting and supervised student productions for the Rocky Mountain Radio Council.

He recalls he "was not only participating in a very healthy type of show business, but also learning set design, makeup, lighting, acting and all the other factors of showmanship essential to television."

In five years at Colorado U., Mr. Fisher supplemented his teaching income by writing amateur plays, 35 of which were published. Rewards were short on the financial side, but long on enabling him to polish his writing style and get his first "radio break."

After the war started and he was turned down because of a football injury, Bill Fisher became publicity director at Coe College, Cedar Rapids, Iowa. There, despite the exodus of men to service, he was directed to increase female enrollment. He did — by 10% — thanks to broadcasts of student radio productions on local stations.



Mr. FISHER

The "radio break" came in 1943 when Mr. Fisher went to WGN Chicago as a writer on local as well as Mutual network shows. He became continuity director and three years later got his first TV experience at Swift & Co., Chicago, as radio and television director.

"Not only did we have several radio network shows, as well as regional network and heavy spot schedules, we also began to lay plans for television."

An early entrant into the T

(Continued on page 91)

beat

HARRY R. HENRY, assistant to merchandising director, has been placed in charge of all field merchandising operations of the Biow Co., N. Y.

OTTO W. PROCHAZKA, former copy chief, has rejoined Anderson & Cairns, N. Y., as member of executive staff and creative plans board.

LOHMEYER-ADLEMAN Inc., Phila., appoints **JAMES S. MONTGOMERY** copy chief and member of plans board. **BUD GRANOFF**, George Evans Co., publicity, same city, made vice president in charge of Lohmeyer-Adleman's New York office which opened last month.

JOHN ANASTOS to J. Walter Thompson Co., Chicago, to work on special merchandising and advertising in the institutional trades for Kraft Foods Co. account.

MARY PEACOCK, assistant to **TREVOR EVANS**, vice president of Pacific National Adv., Seattle, named agency's TV director.

GRANT H. ADAMS to Frederick Asher Agency, Chicago, as account executive, from Michael Reese Hospital where he was public relations director.

CLIFFORD E. BALL, Northern California area manager *American Home*, *Farm Journal*, and *Pathfinder* magazines, to Brisacher, Wheeler & Staff, San Francisco, as account executive.

Mr. Ball

THOR L. HAUGE, art director, Fred H. Ebersold Inc., Chicago, to Yambert-Prochnow Inc., Beverly Hills, in similar capacity.

YAMBERT, PROCHNOW, McHUGH & MACAULAY Inc., Beverly Hills, becomes **YAMBERT-PROCHNOW Inc.**, same city.

MALCOLM-HOWARD ADV. moved to new quarters Suite 2100 at same address, 203 N. Wabash Ave., Chicago.

GRANGER F. KENLY to Needham, Louis & Brorby, Chicago, as assistant to account executive on Morton Salt Co. account. He will handle all advertising for industrial salt division.

GLENN GLADFELDER, copy writer, BBDO, Minneapolis, to Foote, Cone & Belding, L. A., in same capacity.

KENNETH WEBER, account executive, Don Allen & Assoc., Portland, Ore., to Simon & Smith Adv., that city, in same capacity.

EVAN R. PETERS, J. Walter Thompson Co., S. F., resigns as account representative. Future plans are to be announced later.

WILLIAM T. LOWE and **PHILIP H. WILLON** have joined the copy department of N. W. Ayer & Son, Phila.

HOWARD STEWART, assistant advertising manager of Buchan Loose Leaf Records Co., Clifton Heights, Pa., has been appointed advertising manager for contract department of Jacob Reed's Sons, Phila.

JAMES WADE transferred from the plans-merchandising department, N. W. Ayer & Son, Phila., to company's New York office.

JOHN ROMER, Aitkin-Kynett, Phila., joins creative staff of Beaumont, Heller & Sperling, Reading, Pa.

EDWARD SCANNELL, sales staff, WJJD Chicago, to Weed & Co., same city, in same capacity.

JOHN J. GRONFEIN, Joseph Katz Co., N. Y., to Doyle, Dane, Bernbach Inc., same city, as account executive.

MILNE & Co., Seattle, discontinued operations with the retirement of **RICHARD P. MILNE**, agency founder. Accounts have been transferred to Robert Nichols Agency, same city.

ROBERT OTTO & Co., N. Y., opens offices in Mexico City with **IGNACIO CARRAL** in charge.

FRANK A. HELTON, vice president and copy director of J. J. Weiner

(Continued on page 91)

KLZ—30 YEARS OF SERVICE

J. EDGAR CHENOWETH
Colorado Congressman

"...an intimate bond with the home folks!"

Honorable J. Edgar Chenoweth, Colorado Congressman and member of the House Interstate and Foreign Commerce Committee, calls KLZ's "Your Voice in Congress" series "an intimate bond with the home folks!"

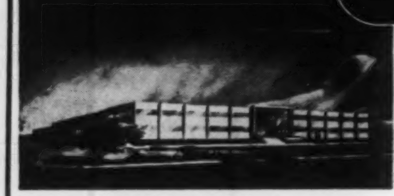
KLZ arranges production of the weekly programs in Washington, D. C., for broadcast each Sunday night. Colorado Senators and Congressmen all participate in this series. Through such programs KLZ constantly improves its services to the Rocky Mountain Empire.

KLZ

5000 WATTS—560 KC
CBS RADIO

DENVER'S NO. 1 STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY



19th Consecutive Year

"Well, that's the nineteenth year I've signed one of these!" says Clem Sperry, Advertising Director for Oklahoma Tire & Supply Company, to Gustav Brandborg, Assistant General Manager of KVOO, as he signed renewal contracts for two 15-minute daily newscasts over the station.

Oklahoma Tire and Supply Company's new million dollar General Office and Warehouse building in Tulsa.

Nineteen years ago Mr. D. C. Sperry signed his first KVOO contract. At that time the Oklahoma Tire and Supply Company, of which Mr. Sperry is Advertising Director, operated but 12 stores in Oklahoma. Today, Otasco operates 201 modern stores in four states!

Radio advertising, according to Mr. Sperry, has played a great part in this tremendous expansion and today *one third* of Otasco's total advertising budget is appropriated for radio.

Since KVOO carried the first radio advertising ever placed by Oklahoma Tire and Supply Company, and has continued to carry a heavy schedule for 19 consecutive years, we take pardonable pride in our part in the amazing growth of this firm, now moving into their new million dollar general office and warehouse in Tulsa.

We congratulate Mr. Maurice Sanditen, President, and all of his co-workers on this fine new evidence of faith in our growing Southwest. Completely air conditioned, modern in every respect, the new Otasco office and warehouse is the largest privately owned plant of its kind in the Southwest.

Clem Sperry says, and we quote, "*KVOO has always been our greatest dollar buy in radio!*"

Nineteen years of renewals proves his point. If it's *continuous* results *you* are looking for, you can get it over KVOO, Oklahoma's Greatest Station!

KVOO
Oklahoma's Greatest Station
50,000 WATTS 1170 KC NBC AFFILIATE
TULSA, OKLAHOMA
National Representatives—Edward Petry & Co., Inc.

new business

Spot • • •

SCANDINAVIAN AIRLINES SYSTEM Inc. in cooperation with Ame ican Scandinavian Foundation to sponsor 52-week series of week broadcasts, *Music in Scandinavia*, over 11 stations of Good Music Broa casters starting on WQXR New York Feb. 3 (Sun. 7:05-8 p.m.).

KELLOGG Co., Battle Creek, Mich., to sponsor *Gene Autry Show*, T film series, on WFBM-TV Indianapolis Saturdays for 26 weeks fro Jan. 26. Company also sponsoring *The Range Rider* on WBEN-T Buffalo, WBTV (TV) Charlotte, N. C., KPRC-TV Houston, WDTV (TV Pittsburgh, on Thursdays. Agency: Leo Burnett Co., Chicago.

BRISTOL MYERS Co. of Canada Ltd., Montreal, has started week half-hour quiz show on CKVL Verdun and six French Radio Asso stations. Agency: Ronalds Adv. Co., Montreal.

Network • • •

LEVER BROS. (Surf) to sponsor ABC-TV's *Frances Langford-D Ameche Show* on Tues., Thurs. and Fri. 12-12:15 p.m. starting Feb. Show runs an hour, five days a week. Agency: N. W. Ayer & Son, N.

IMPERIAL CANDY Co., Seattle, will sponsor *Chet Huntley and th News* Sun. 8:45-9 p.m. starting Feb. 3 for 52 weeks on 19 ABC Pacif Northwest and Intermountain radio stations. Agency: Pacific Nation Adv., Seattle.

GENERAL FOODS, N. Y. (Postum and Post's 40% Bran), began spon sorship of *Mr. Chameleon* Jan. 17. Show aired Thurs. 9-9:25 p.m on CBS Radio. Agency: Foote, Cone & Belding, N. Y.

HUDSON PULP & PAPER Corp., N. Y., renews sponsorship of *Brid and Groom* on CBS Television, Thurs. 2:45-3 p.m., for 52 weeks effe tive immediately. Agency: Biow Co., N. Y.

PEQUOT MILLS, Salem, Mass., sponsoring the *Paula Stone Show* Mon Wed. and Fri. on the Liberty Network. Show, originating in the WMG New York studios, is aired six times weekly at 10:45 a.m. EST.

Agency Appointments • • •

LEVER BROS., Good Luck Products Div., N. Y. (Jelke-Goodluck mar garine), has appointed Hewitt, Ogilvy, Benson & Mather, same cit effective mid-April. Account formerly was handled by BBDO, N.

COLOR TELEVISION Inc., San Carlos, Calif., appoints Elliott, Daly Sherman, S. F.

J. J. LUKANISH Co., Northern California distributor for Gibson a Dexter Appliances, appoints Theo. H. Segall Adv., S. F.

GEM CANNING Co., Emmet, Ida. (canned fruits, vegetables), appoin Don Dawson Co., Portland. **ALICE LOVE PRODUCTS Co.**, Portla (jams, jellies), also names agency.

MACMILLAN PETROLEUM Corp., L. A. (Macmillan Ring-Free mot oil), names Roy S. Durstine Inc., L. A., effective Feb. 1. **W. D. SLOA** agency's L. A. manager, is account executive.

FELTON-SIBLEY PAINT Co., Phila., appoints Lamb & Keen, same cit

CALORIC STOVE Corp., Phila., has appointed McKee & Albright, sa city, to handle Caloric gas range account.

DOESKIN PRODUCTS, N. Y., appoints Federal Adv., same city, handle Sanapack in addition to Doeskin Tissue.

DECO RESTAURANTS (Western New York chain) appoints Ellis A Buffalo.

OELERICH & BERRY Co., Chicago, names Grant Adv., same ci

(Continued on page 83)

How much closer to 100% can you get?

NEW YORK
PENNSYLVANIA

99.3% LISTENER PREFERENCE

ON *ONE* STATION

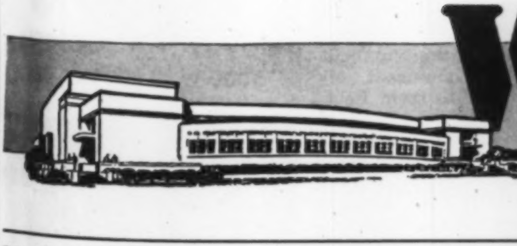
PULSE has just completed its first audience measurement of 16 Western New York counties . . . Among 24 radio stations reported, (including six Rochester stations) here's what PULSE found:

Out of 432 quarter-hours per week:

WHAM is FIRST in 429
WHAM is TIED for FIRST in 2
WHAM is SECOND in 1

Is this dominance? Yes, indeed! WHAM's power and prestige permit you to buy *one* station in this rich area and get FIRST preference with listeners 99.3% of the time!

Ask your HOLLINGBERY man for complete details



WHAM

The Stromberg-Carlson Station
ROCHESTER 3, N. Y.

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

Here's Archer!

GENE ARCHER

WRC's Gene Archer, to be exact. Gene's delightful, hour-long mid-day program features the Cliff Quartette's individual music, popular records . . . **plus** Gene Archer's own brilliant baritone style.

Participation in this choice time period (12:15-1:15 PM, Monday throught Friday) promises business in Washington. An impressive list of current national spots amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

NECESSITY is not only the mother of invention. Like politics, necessity also makes strange bedfellows.

Need for more revenue prompted KROX Crookston, Minn., to link forces with weekly newspapers in the area with the result that increased profits are accruing to both the station and papers.

KROX operates with 1 kw day and 500 w night on 1260 kc in a community of only 8,000 persons. The idea of getting weekly newspapers to cooperate with KROX in airing local news was conceived.

First target was Hallock, Minn., a town near the Canadian border 90 miles from Crookston. Salesmen went to the editor of the weekly paper and sold him on the idea of giving a five-minute newscast, five days weekly, of news from Hallock and Kittson Counties. The editor liked the idea but feared it would cut down advertising in his paper. Nevertheless, he was willing to gamble with KROX for a 60-day period.

Frank Herrick and Ralph Melby, KROX salesmen, made 12 calls getting the 10 accounts needed to pay costs of the lines and remote equipment to handle the newscasts. The two accounts which at first refused are now awaiting a chance to get on the show.

Especially appealing to the merchant-sponsors was that the newscasts were being made by someone they met on the street every day.

At present, four weekly newspapers are cooperating with KROX in airing the local newscasts.

The newscasts have elicited appreciative letters and in-person comments from hundreds of townspeople. One editor told listeners not to thank him, but to express thanks to the merchants who are making the broadcasts possible.

Also, editors report that they have gained—not lost—revenue. KROX not only has increased revenue but has built up its listening audience in fringe areas.

Indications are that four newspapers are about all the station can handle at this time. As Mr. Herrick, also promotion manager, points out, it isn't easy for an announcer to state, "This is Station KROX with studios in Crookston, Hallock, Ada, Fosston and Fertile."

strictly business

A SIDELINE has developed into a major business for Irvin and Israel Feld, Washington, D. C., thanks to radio.

When the Felds opened a drugstore May 1, 1940, they stocked a supply of phonograph records to help business along. They had only 200 records—about $50 worth.

Today in their three record stores and warehouse, which were built by the sale of records, they boast an inventory of 250,000 discs with a wholesale value of about $150,000.

"Our rapid expansion wouldn't have been possible without radio advertising," Irvin Feld commented.

From $40 a week in 1940, their advertising budget has steadily increased—never once decreased—until they now are spending $1,000 a week on radio advertising.

"TV is expensive stuff but we plan to try a little television time early this year," Irvin Feld said. This will boost their ad budget to well over $52,000 a year.

Growing up in their native Hagerstown, Md., the Feld brothers had always talked of going into business together some day.

Super Music's Irvin (l) and Israel Feld

* * *

When Irvin, now, 32, was graduated from high school in Baltimore in 1939, he went to Washington and started a small drug supply business.

A year later, Negroes were picketing a nearby drugstore because the store wouldn't hire Negro clerks.

Representatives of the National Assn. for the Advancement of Colored People went to Irvin Feld and told him that if he opened a drugstore with Negro clerks, they would see that he got the Negro business.

Irvin contacted his older brother,

(Continued on page 96)

We're the

KATZ
MORE
EFFECTIVE
ON
WTOC
IN
$AVANNAH

The most audience in the most important places—Savannah, and the Savannah area.

Any Katz man can tell you how your ad dollars are More Effective On WTOC.

WTOC
SAVANNAH, GEORGIA
5000 W 1290 KC CBS

Represented by
The Katz Agency, Inc

To sell Cigarettes to inland Californians

(AND WESTERN NEVADANS)

CIGARS · CIGARETTES · 1¢
Herb Williams

. . . Be on the Beeline

KOH
KFBK
KWG
KMJ
KERN

Cigarettes or catsup, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.* (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3-billion-dollar market—inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative
Affiliated with Inland California's 3 Leading Papers
THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5,000 watts, day; 1,000 watts, night 630 kc.	1,000 watts 1410 kc.	250 watts 1230 kc.	5,000 watts 580 kc.

A million people listen to the Beeline every day

OIL NEWSLETTER

PREPARED BY THE OIL INDUSTRY INFORMATION COMMITTEE NUMBER 27 OF A SERIES

FOR YOUR INFORMATION:

Everyone who has ever worked in the newspaper business knows the meaning of competition...the hustle, bustle, push and rush to get the story first...to hit the street before the opposition...to get a better story...or an exclusive story...to outwrite or outshine your competitor or competitors. Chief beneficiaries of this ceaseless contest are the American people. Although they are none too aware of it at times, the spirited competition within the newspaper industry gives them a better product and better service...and enables them to be the best informed people in the world.

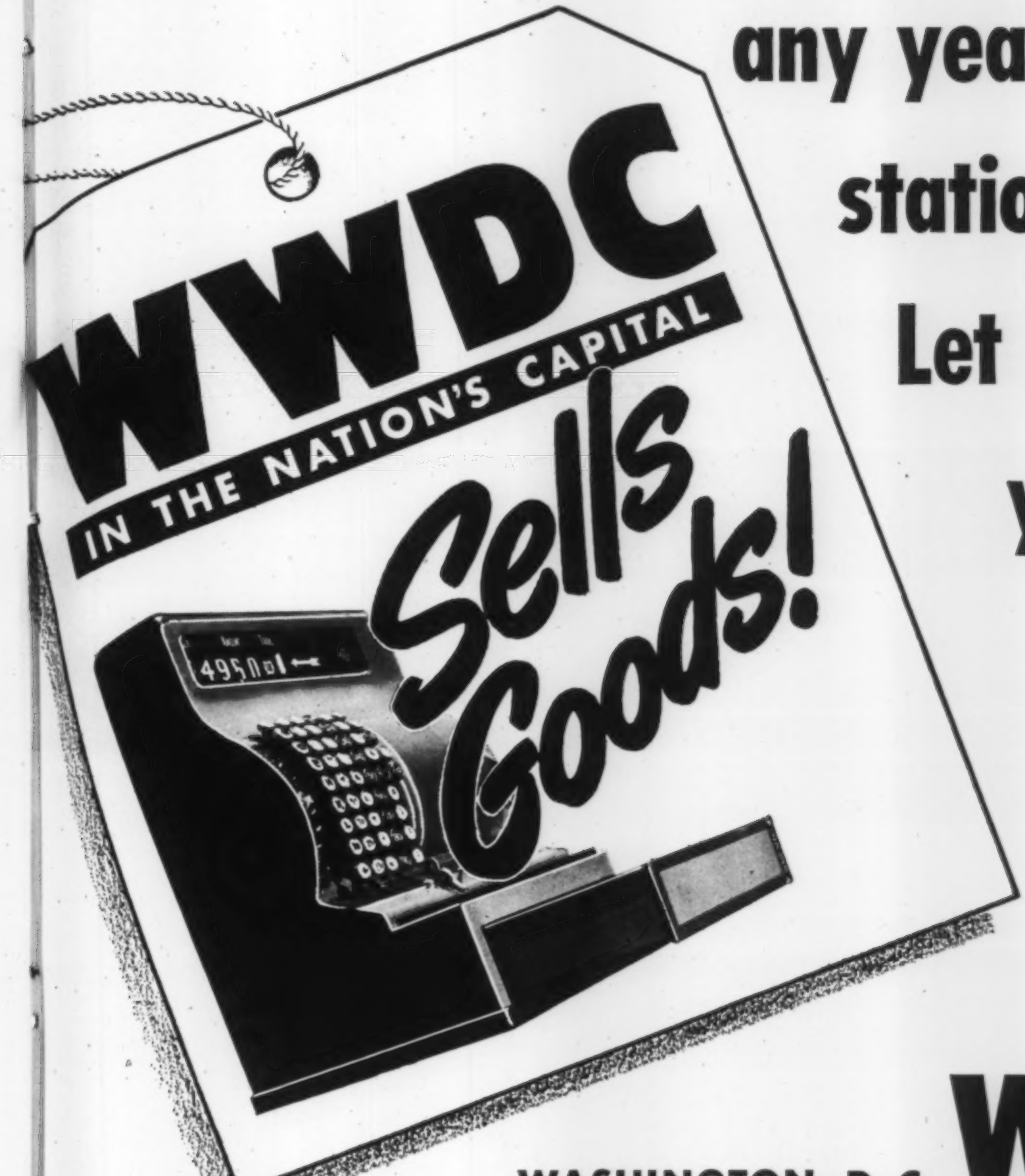
So it is with the oil industry. Competition is the driving factor which keeps every oilman on his toes...regardless of whether he's an explorer, producer, refiner, transporter, distributor or anything else. He has to keep pushing, as the newsman must, for if he doesn't he'll be "scooped" right and left, and his "circulation" figures will decline accordingly, as the people turn to a better product. If you don't think the competition is rough, ask any jobber or dealer...or any service station man. He'll tell you what he has to do to keep ahead of the other fellow - across or up or down the street. Here again, the American people are the winners, for they receive not only more and better products at reasonable prices, but also improved services and newer products as fast as they can be created. All this contributes to a standard of living for the American people which is the envy of the world.

Competition spurred the nation's oilmen to their greatest accomplishments in 1951. Records were toppled in every department as American oil companies vied to supply more of their own products to meet the record-breaking demand of the people for petroleum. That contest will continue unabated in the current year. Available forecasts indicate that demand will increase another four to five per cent in 1952. All along the line, the race for that new "circulation" is going on. By the end of the year, there undoubtedly will be a flock of new records...virtually all of which will stem from this curious American trait of trying to do something better than our competitor.

Competitive enterprise is the lifeblood of the American way of life. Make sure in '52 that it isn't ham-strung or strait-jacketed, for freedom of competition is just as important to the oil industry as freedom of speech is to the press. If you would like any further information about the oil industry at any time, don't hesitate to write, wire or phone.

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.

More national advertisers put this cash register to work in 1951 than any year since the station opened! Let it ring for you in '52!


WWDC
IN THE NATION'S CAPITAL
Sells Goods!
4950 01

WASHINGTON, D. C. **WWDC**

National Representatives: **John Blair and Company**

"WITH results have far surpassed any other medium ...."

IN BALTIMORE

Here's what the president of one of Baltimore's largest appliance stores wrote us: "Results from our schedule of spots on WITH have far surpassed any other medium (including newspapers) . . . we are planning a further extension of our schedule."

Yes! Local folks know advertising media best! *And WITH carries the advertising of twice as many local folks as any other station in town!* For one good reason: WITH produces fast, low-cost results. Let your Forjoe man give you the whole story of WITH's commanding position in the rich market of Baltimore.

TOM TINSLEY, PRESIDENT—REPRESENTED BY FORJOE AND COMPANY

BROADCASTING

VOL. 42, No. 4 JANUARY 28, 1952

NEW CBS AM CONTRACTS

Prelude to Rate Changes?

CBS RADIO has begun a quiet but determined campaign to revise station affiliation contracts in such a way that the network may adopt rate changes virtually on a moment's notice, BROADCASTING • TELECASTING learned last week.

Though the contract revisions are not designed to make any changes now in either network rates or payments to stations, the obvious intention is to make it possible for CBS Radio to move any way it wants at any time it wants. The key change which the network is requesting is in the contract provisions establishing schedules of payments to affiliates. The new contracts would replace present schedules, expressed in terms of dollars, with percentage figures.

The substitution of percentages for dollar figures in the payment provisions of the contracts would enable CBS Radio to put rate changes into effect with a minimum of explanation to affiliates. Indeed, in the letter which the network has been sending out accompanying the revised contracts, CBS Radio includes instructions for computing revised payment schedules in the event of rate changes (see page 85).

Competitive Necessity

The letter explains that "we are convinced that it is essential, as a competitive necessity, for CBS Radio to be in a position to meet, intelligently and practically, situations which are bound to arise from time to time in the future. . . . For example, we may be confronted with changing the hourly morning, afternoon or evening rates; some upward in certain categories, downward in others; the rates of some stations not at all."

Plainly, CBS Radio had its eyes on NBC when it reached its decision to revise affiliations contracts. Observers felt that the strategy meant that if NBC were ever successful in invoking its new economic plan and rate revisions, CBS Radio wanted to be ready to meet the competition.

NBC radio last week was still trying to sell its new rate formula to enough big affiliates to shove it over the crest. Executive Vice President Charles R. Denny and Station Relations Vice President Carleton Smith have been making personal calls throughout the country in an effort to solicit support.

Though no official word was available as to how many stations had agreed to go along, it was learned unofficially that about 75 of the total of 190 radio affiliates had accepted the plan, but some of the holdouts, it was known, were key stations.

22 Have Signed

A CBS Radio official said last week that of 53 revised contracts sent out, 22 had been signed and returned.

By week's end, letters and proposed contracts had gone to about half the CBS Radio affiliates.

Whether any of the 22 stations that were said to have signed the new contracts were among the 32 affiliates which, under present contracts, have a clause preventing the network from cutting their rates without their agreement, could not be learned.

Except for the 32 which, under present arrangements must approve rate cuts, the other CBS Radio affiliates have contractural clauses which require the network to give notice some time in advance of proposed rate changes. Both these types of contract provisions would be eliminated in the new agreement, it was believed.

The CBS Radio letter accompanying the new contracts was signed by Herbert V. Akerberg, vice president in charge of station relations.

At the outset he cited a statement by CBS Radio President Howard S. Meighan last month that network rate adjustments at this stage would be premature owing to the inadequacy of timely research into radio values [B•T, Dec. 10, 1951].

Mr. Akerberg wrote that Mr. Meighan still felt the same way, but the contract revisions had been decided upon as a means of keeping the network in a flexible position to meet any competitive moves that might arise.

The letter outlined the changes that would be made in contract provisions establishing schedules of payments to stations.

Under present contracts, these schedules are expressed in terms of dollars. The revised contracts would translate them to percentages of "average gross sales per converted hour."

Word of Explanation

A word of explanation of the term "converted hours" is necessary. CBS Radio pays its stations on the basis of "converted hours" schedules which are individually negotiated. The "converted hour" is a figure arrived at by averaging out the values of hours of time in various time categories, which in many instances are three: Daytime, transitional and nighttime.

Suppose a station's contract establishes the daytime hour at half the value of the nighttime hour and

(Continued on page 85)

CONVENTIONS

Networks Fight for Clearance

NETWORK BATTLE for TV station clearances for 1952 political convention and election coverage grew hotter last week as ABC signed Admiral Corp. for both television and radio sponsorship and DuMont TV Network announced its coverage—to be developed jointly with *Life* magazine—will be available for local co-op selling.

ABC's signing of Admiral, at a cost estimated unofficially at approximately $2 million, brought the number of network convention-election sponsors to three—all set manufacturers — and intensified the dickering to line up stations, particularly in the one- and two-station markets.

In the fight for station clearances, NBC-TV appeared to have a distinct edge. On behalf of Philco Corp., which is sponsoring both radio and TV coverage on NBC, that network claimed 26 of the 37 one-station markets and said "three or four" others were at the point of signing.

CBS-TV spokesmen declined to say how many of the one-market stations they had lined up to carry their coverage on behalf of Westinghouse Electric Corp., which also is sponsoring CBS Radio coverage.

ABC-TV spokesmen said two days after announcing Admiral sponsorship they had about 16 stations lined up, but did not indicate the type of markets involved.

DuMont officials felt their offer to stations would be considered exceptionally attractive. Their charge to each affiliate taking the DuMont-*Life* coverages will be 21% of the station's Class A rate per hour for the first 25 hours' coverage of each convention (Democratic and Republican). This, they figured, is the equivalent of the cost of one spot per hour, and no charge will be levied for coverage after the first 25 hours of each convention.

Estimated Cost

It was estimated that *Life* would spend about $250,000 for programming and that DuMont would spend about $100,000 additional for facilities and personnel for the convention operation.

Before the DuMont-*Life* production "pool" was announced, there had been tentative discussions looking to a possible DuMont-CBS tie-up that would offer advertisers a combination radio-TV coverage package paralleling those of the combination AM-TV networks. Later, however, Mutual was proceeding with its plans for extensive coverage to be offered on a radio-only basis.

Meanwhile, to assist the television networks to cover the conventions to be held in Chicago in July for viewers across the country with a minimum of transmission troubles, AT&T planned to set up special circuits for the duration of the conventions providing one TV channel for each video network, from Chicago to New York.

Each network can feed its own convention program, with the commercials of its individual sponsors, to its own basic network of fulltime TV cities. The remaining cities, because they lack fulltime connective facilities for all networks, will receive service from the

(Continued on page 84)

JOIN CHRISTAL

Three Added to Firm

THREE additions to the sales staff of the Henry I. Christal Co., radio station representative firm, were announced last week.

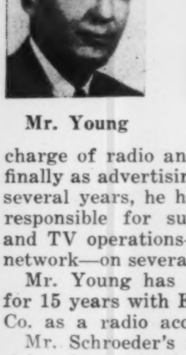
They are: Douglas Ballin Jr., former advertising manager of Whitehall Pharmacal Co., who joined the New York office of the Christal organization early this month; Albert J. Young Jr., who has resigned from Edward Petry & Co. [B•T, Jan. 21] and will join the Christal company's New York office today (Monday), and Alan H. Schroeder, who is leaving CBS Radio Sales in Chicago to join the Christal Chicago office on Feb. 11.

Mr. Schroeder

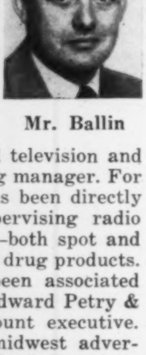
The Christal firm, headed by Henry I. Christal, commenced operations Jan. 1 and is devoting its activities exclusively to radio. The company currently represents WDAF Kansas City and its appointment by WHAS Louisville has been announced by the station, effective in March. Additionally, it is understood that other major market stations have signed with the company but plan to withhold formal announcement pending expiration of their current commitments.

The Christal organization maintains offices at 300 Park Ave., New York, and 333 N. Michigan Ave., Chicago. Mr. Christal has headquarters in New York and has been assisted since the firm commenced operations by Irvin Gross, formerly of the O. L. Taylor Co. The Chicago office is headed by James Thompson, who left the Taylor organization for that purpose [B•T, Dec. 17, 1951].

Mr. Ballin entered radio via NBC. For the past 12 years, he has been with Whitehall Pharmacal, first as head brand manager, then assistant advertising manager in charge of radio and television and finally as advertising manager. For several years, he has been directly responsible for supervising radio and TV operations—both spot and network—on several drug products.



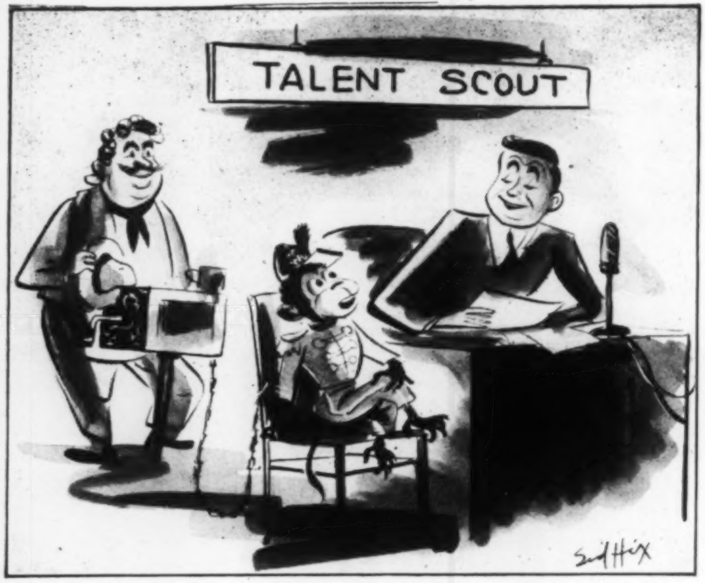
Mr. Young



Mr. Ballin

Mr. Young has been associated for 15 years with Edward Petry & Co. as a radio account executive.

Mr. Schroeder's midwest advertising background includes eight years with Diamond Match Co. and five as a representative of WOR New York, prior to his association with CBS Radio Sales.



Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . and whom did YOU bring to our program?"

WWJ'S RESURGENCE

REC Addressed By Bannister

CONFIDENCE that radio can regain its rightful place in the overall advertising picture and can hold that position regardless of television or any other medium was expressed Thursday by Harry Bannister, general manager of WWJ-AM-FM-TV Detroit, in a vigorous talk to the Radio Executives Club of New York.

In 1947, when TV was just getting started and WWJ-TV was "losing its shirt" trying to follow Mr. Bannister's dictum of the best possible programs despite lack of network connections, films, advertisers and viewers, he felt that radio was all washed up, he reported. But a couple of years later, when TV was entering more and more homes and turning listeners into viewers, he realized that he had been wrong and that radio was here to stay.

Holds to Viewpoint

That is still his conviction, he stated, despite aggregate billings of nearly $700,000 a month in recent months by the three Detroit TV stations, more than the city's three top radio stations ever billed, and a 20% drop in WWJ's 1951 radio revenue as compared to 1950.

That's a good figure, he said, noting that earlier months of the year had run as much as 40% behind the same months of the year before.

When WWJ decided to fight back against TV, Mr. Bannister said, it broke a 30-year precedent by cutting its nighttime rate 20%. This won him the reputation of a Judas with his fellow broadcasters, he stated, but it also kept a lot of business on the station which otherwise would have been lost. He pointed out parenthetically that Detroit radio rates—$1,000 a nighttime hour for WJR, $800 for WWJ—were exceptions to the general rule of underpricing radio, noting that NBC had sold WWJ at $500 an hour rate to network advertisers.

Second step in WWJ's comeback program was a thorough study of radio listening in Detroit, at home and away from home, which findings were used as a basis for overhauling and modernizing the station's program practices, Mr. Bannister said.

Program ratings proved worse than useless, he asserted, reprimanding timebuyers for "keeping radio enslaved to a bunch of phony figures which do not mean nor could not mean what they purport to" and are "ridiculous to the point of absurdity."

Promotion of radio's values, both alone and in cooperation with other Detroit broadcasters, was the next step, he reported. The widely-used slogan, "Wherever You Go, There's Radio," is a Detroit product, he reminded his audience.

Warning other broadcasters neither to soothe themselves with the false belief that times have not changed nor to allow advertisers to convince them that radio is through, Mr. Bannister urged them to face today's conditions realistically and to find facts to show the advertisers who profited from radio in the past that they may need its help in the future more than they realize. Following his advice may be difficult or painful, he cautioned, but it will pay off as it has for WWJ, whose December and January billings are up from earlier months, with old accounts renewing and new business coming on the station.

WILSON SHIFTS

From Rambeau to Pearson

WILLIAM M. WILSON has resigned as executive vice president of the William G. Rambeau Co., station representation company, and will join the representation firm of John E. Pearson Co. today (Monday).

Mr. Wilson

He has been associated with the Rambeau organization for more than 11 years. In addition to being in charge of the New York office, he had been executive vice president of the firm since January 1946. He formerly was assistant manager of the classified advertising department of the *Washington* (D. C.) *Post* and had served in a similar capacity with the *Los Angeles Times*.

His career also includes service as personnel manager and classified advertising manager of *Editor & Publisher;* president and general manager of Fernald's Exchange Inc., a national newspaper employment agency; and general manager of the *New York Advance*, weekly newspaper.

During World War II, Mr. Wilson served three years as a Navy communications officer in the North Atlantic and South Pacific. He is a lieutenant commander in the reserve. He is a native of Portland, Ore.

RAMBEAU CHANGE

Wethington, Rich Named

JAMES A. WETHINGTON, associated with William G. Rambeau Co., station representative firm, for the past year, has been named vice president of the organization, Mr. Rambeau announced Wednesday.

Appointment is in keeping with current expansion plans of the company, which include the addition of William H. Rich to its sales staff and relocation of the New York office in larger quarters at 347 Madison Ave.

Prior to his association with the Rambeau offices, Mr. Wethington was active in the sales end of radio for various stations throughout the South and East. His business career was interrupted for several years' military service during the Second World War.

Mr. Rich previously was with Muzak and the O. L. Taylor station representative company prior to his joining the Rambeau organization.

WCFL to Radio Reps.

WCFL, 50 kw Chicago independent, has named Radio Representatives as its national representative effective Feb. 1. Arthur F. Harre is manager of WCFL, the Chicago Federation of Labor station.

The attitudes of Presidential candidates toward radio and television are of dollars-and-cents importance to broadcasters, for they, unlike most other businessmen, are regulated by a Presidentially appointed federal commission which can grant or take away their properties. Here's a reassuring analysis of one candidate's views as related by his war-time aide. In a BROADCASTING • TELECASTING exclusive, Harry C. Butcher says . . .

BROADCASTERS COULD BANK ON EISENHOWER

By HARRY C. BUTCHER

BROADCASTING • TELECASTING has asked for my interpretation of Gen. Eisenhower's attitude on radio and television. There are many correspondents, particularly those who covered the war in Europe, who could write more dispassionately than I on this subject, but perhaps they will be heard from later.

Gen. Ike believes in free speech and a free press, which to him mean freedom of expression on radio and television, within, of course, the normally self-imposed restrictions of good taste and fairness.

If broadcasters or television licensees have the slightest notion that the general would favor any such thing as government ownership, or bureaucratic operation on the domestic airwaves, let them immediately forget this worry.

He is a crusading believer in private enterprise. For instance, it would be contrary to his belief in free expression and his preference for self discipline by the industry itself ever to favor such a thing as the Benton bill. Correspondents who would affirm the above assertions are, to name only a few: Ed Murrow, Hal Boyle, Ken Crawford, Merrill Mueller, Wes Gallagher, Ed Beatty, Virgil Pinkley, Hugh Baillie, Drew Middleton, Larry Rue, Raymond Daniell, Quent Reynolds, John Charles Daly, Duke Shoop, and even Ed Kennedy, whose bootlegged scoop on the end of the war in Europe caused great consternation. But concerning Mr. Kennedy's highly controversial breach, Gen. Ike eventually made public a letter letting by-gones be by-gones.

A veteran broadcaster, Mr. Butcher managed the CBS Washington office from 1930 to mid-1942, the last six years as a vice president. Naval aide to Gen. Eisenhower during World War II, he later wrote the best-selling My Three Years with Eisenhower. *Since 1946 he has been owner-president of KIST Santa Barbara, Calif. In this picture the wartime Capt. Butcher is shown with his famous boss.*

Gen. Eisenhower basically believes that "public opinion wins wars" and that only by the best possible link of intelligence between the battle and home front can war be successfully conducted. His attitude toward the correspondents and their work during the war can best be told quickly by a couple of illustrations.

One occurred in the summer of 1942 soon after Gen. Eisenhower had arrived in London as theatre commander. He held a news conference at the Dorchester Hotel attended by perhaps 100 correspondents, primarily American and British. Someone raised the question about an old censorship rule in the European Theatre of Operations which prohibited transmission of stories of conflict between Negro and white American troops in the United Kingdom. There was some discussion among the correspondents, some feeling that in the public interest such censorship should be continued to avoid racial trouble in the USA and others arguing that the stories should be told. Gen. Ike's almost immediate response was startling, even to me. He turned to the censor and said:

"Take off the censorship."

Then he went on to explain that the effect of withholding news of any conflict between the races in the United Kingdom would simply build up into an avalanche which one day would break in the American press and radio, startling, if not shocking the public. He favored letting the American public and the world currently know of the problems on the principle that only by knowledge of the difficulties could there be intelligent appraisal at home. The result was that numerous stories appeared in the American press about these relatively minor conflicts, but once the public had at least an inkling of understanding, the job of the commander in dealing with those problems actually was simplified.

Trusted Reporters

An instance of Gen. Ike's trust of radio and press correspondents occurred in Algiers in 1943 just prior to the amphibious operations in Sicily. All of the correspondents knew that something important was about to happen. Preparations for the invasion naturally could not be kept from eyes and ears of trained reporters free to roam wherever they pleased. At a news conference about two weeks before the invasion, Gen. Ike dumbfounded his general staff, particularly the censors, by announcing to the correspondents exactly where the invasion forces were going, and the approximate date. Now the scribes were dumbfounded and aghast. He told them it was a secret he was sharing with them and since he regarded them as quasi-staff officers, he would trust them to keep the secret. They shook in their boots for fear they or their compatriots might inadvertently leak. But no leaks occurred.

This was exactly what Gen. Ike expected. What he was attempting to do, and succeeded in accomplishing, was to put a voluntary stop on stories speculating on the next operation of Allied troops

(Continued on page 88)

FCC MONEY

Sen. Johnson May Fight for It

FCC MAY obtain the battling attributes of Sen. Ed C. Johnson (D-Col.) on Capitol Hill in the Commission's quest for more money to handle an expected onslaught of TV station applicants this year.

This was revealed by the Senator to BROADCASTING • TELECASTING last Wednesday. He is chairman of the Senate Interstate & Foreign Commerce Committee, which has jurisdiction over the Commission, and he is fourth-ranking majority member of the Senate Finance Committee.

In a nutshell, Sen. Johnson's plans are as follows:

- He wants FCC to get more funds to do a "bigger job" and he expects to watch the progress on Capitol Hill of FCC's appropriations request.
- He's asking for a statement from FCC giving an exact breakdown of what it expects to do with the additional monies requested of Congress for the period July 1, 1952, to June 30, 1953.
- If the Senator is satisfied with FCC's position, he plans to give the Commission an "assist." That could materialize in his testifying before the Senate Appropriations Committee when FCC's budget request comes up for hearing, he said.
- Big interest of Sen. Johnson is that "FCC get some more examiners" to handle the anticipated application rush when the TV "freeze" thaws early this year. "I get frightened when people say seven years or longer" in speculating on amount of time applications will be processed, Sen. Johnson noted.
- If he finds himself in sympathy with FCC's brief as presented to him privately and then to Congress, the Senator will be willing to wage a fight on the Senate floor when FCC's appropriations come up for debate and a vote.

Should Sen. Johnson throw his hat into the FCC budgetary problem-ring, which comes at a time when Congress is concerned with high government spending on both non-defense and military items, the Commission will have an influential Senate leader at its side.

Sen. Johnson indicated that the requested statement from the Commission probably would follow the pattern of the usual FCC testimony presented to the appropriations committees in the Senate and the House. This testimony is given in executive (closed) session.

However, usual procedure is for the committees to release the testimony after it has been delivered and the committees' decisions are well on the way to being consummated.

S 2444 HEARING

Commences Wednesday

SENATE Interstate & Foreign Commerce Committee staff was feverishly active last week working up a pre-hearing list of witnesses who wish to testify in opposition to the Johnson-Case bill (S 2444) to prohibit liquor advertising on the airwaves [B•T, 21, 14].

At the same time, the "drys" were lining up their witnesses. Hearing begins this Wednesday at 10 a.m. before the full committee, of which Sen. Ed C. Johnson (D-Col.) is chairman, in the Caucus Room of the Senate Office Bldg. Sens. Johnson and Francis Case (R-S. D.) are co-sponsors.

Spokesmen for the distilling industry are certain to appear, while beer and wine officials have been undecided. NARTB will oppose the legislation on the principle of "discrimination," which the association feels is implied in the bill because it is directed against radio and television only and not all advertising media.

Becker to CIA

APPOINTMENT of Loftus E. Becker, a partner in the law firm of Cahill, Gordon, Zachry & Reindel, as deputy director of the Central Intelligence Agency was announced by the White House last Monday. Mr. Becker will be deputy to Gen. Walter Bedell Smith, CIA director. He has been on duty with CIA since last April.

Joins Cohn & Marks

CHESTER C. SHORE has joined the Washington radio law firm of Cohn & Marks. Mr. Shore is a 1951 graduate of Harvard Law School and got his BA from Rutgers U. in 1948. During World War II he served in the Navy. He is a member of the District of Columbia bar.

AFM SHADOW

Falls on Spot Announcements

COMMERCIAL spot announcements recorded by members of American Federation of Musicians were being questioned again last week by President James C. Petrillo in an effort to protect the local musician from unemployment resulting when commercials are used by national advertisers on network radio and TV stations.

Although national radio and television agreements now in effect run until Jan. 31, 1954, it was understood that the AFL union president felt loopholes in current contracts may allow for reconsideration of transcribed commercials. Union problem, spokesman said, is how to get further work for the unemployed musicians in a small town, rather than to protect musicians who, as network employes, already get the primary benefits of union contracts. Mr. Petrillo admits that it's a terrific problem, saying that in his 35 years in labor negotiations, he had never undertaken a more difficult task than establishing equitable radio-TV contracts, authorities said.

Protecting Musicians

Protecting musicians from the threats of recordings, which can be reused infinitely although only one performance fee has been paid, has been a primary interest of Mr. Petrillo since he became AFM president in 1940. Previously, union fire has been aimed at transcriptions in general, a battle that was renewed with the advent of television. Now, it is set for transcribed commercials only, in what is assumed to be an opening wedge for questioning complete transcribed programming arrangements.

No definite union action has been scheduled to date, although there is no secret about the AFM interest in starting as soon as a firm basis for complaint is worked out. It had been suggested at one time that recorded commercials for use on local stations be made with musicians from the same community, for return to program's point of origin and subsequent blending with live program on the air. Current TV contract protects musicians in similar manner: when two or more sponsors book a video production which is not designated as a segment-show, musicians receive a single rate, plus $5 per half hour per man for their dual-service.

PRESIDENT'S BUDGET

FCC Gets 24% Boost

PRESIDENT TRUMAN last Monday asked Congress for $8,075,000 to run FCC's operations in fiscal 1953. Of this amount, FCC would use $1,131,339 for broadcast activities alone, $202,303 more than in fiscal 1952.

The overall sum is $1,958,350 more than FCC received from the same economy-minded Congress for fiscal 1952. In percentage points, the figure means the President wants about a 24% increase in FCC's budget.

Against this background, it was learned that Sen. Ed C. Johnson (D-Col.) may swing his influence behind the FCC in obtaining additional funds (see separate story).

Enlarge Monitoring Service

As previewed by BROADCASTING • TELECASTING a fortnight ago [B•T, Jan. 14], the FCC would use the additional funds to enlarge its field monitoring service and to handle the expected TV application avalanche beginning early this year.

State Dept.'s Voice of America stands to gain more money, too. That request is detailed further in this summary.

According to the President's report, the nearly $2 million increase for FCC "is mainly the result of (1) the defense-related needs for a strengthened radio-monitoring and direction-finding program, including control of electromagnetic radiation; and (2) substantially increased workloads anticipated upon lifting of the television freeze early in 1952."

The expected increase in workload shows up in the budget's breakdown of broadcast activities for the fiscal years 1950, 1951, 1952 (estimated) and 1953 (also estimated).

That breakdown is as follows:

	1950 actual	1951 actual	1952 est.	1953 est.
Stations regulated as of June 30 of each year	3,144	3,153	3,394	3,794
Applications disposed of for new stations or major changes of facilities:				
AM	651	466	336	335
FM	199	172	135	150
TV	38	26	81	504
TOTAL	888	664	552	989

Requested is an estimated 1,336 total number of FCC employes for fiscal 1953 as compared to 1,156 estimated for fiscal 1952—an increase of 180 employes. Number of "permanent positions" would go up 205, from 1,205 to 1,410.

Last year, the Chief Executive asked the 82d Congress, which is now in its second session, to vote $6,850,000 to the FCC for fiscal 1952—July 1, 1951, to June 30, 1952. Answer from Congress last summer was $6,116,650, a slice of $733,350 below the mark.

Should Congress, which by early signs seems destined to apply cuts in order to whittle the overall budget, use the same percentage shears on domestic spending this year, the result would be approximately a total $7,227,125 or $847,875 off the total.

These figures are obtained by arriving at a similar percentage cut applied by the Congress last year. It can be pointed out also that the proportionate slice from FCC's budget has been heavier each fiscal year since 1949. Thus if Congress follows its pattern of the past, the cut could be even proportionately greater.

According to the sampling of opinion that has appeared in the radio and in the press, Congress is "agin'" a fat budget that would require big deficit spending or increased taxes. Mr. Truman's budget request is for $85,444,000,000 breaking all peacetime records in the size of the prospective deficit as well as in expenditures and receipts.

Current Fiscal Year

For the current fiscal year, 1952, the budget put expenditures at $70,881,000,000 and receipts at $62,680,000,000 for a prospective 1953 deficit of over $8 billion.

The President's budget asked $3,627,035 for FCC's field engineering and monitoring, an increase of $1,142,041; $1,131,339 for broadcast activities, a hike of $202,303; $1,362,589 for executive, staff and

(Continued on page 88)

ARMED FORCES ADV.

Grant to Start Planning

GRANT Adv., Chicago, has received a green light on media allocations planning for U. S. Army and Air Force recruiting campaigns after March 1, it was learned last week.

Pentagon authorities have instructed the agency to proceed with plans for use of frozen 1951-52 funds on the premise that Congress will relax its controversial ban on paid monies for recruiting.

This revelation came to light after a proposed meeting between military officials and representatives of NARTB and BAB failed to be held last Monday as scheduled.

The snag developed partly when the Pentagon failed to receive clearance from certain military quarters on Grant's allocations program for use of $550,000 left over from 1950-51 expenditures [B•T, Jan. 21]. This factor, plus the absence from Washington of top Military Personnel Procurement Service officers, led to the postponement, it was understood.

Conference Due Later

The conference will be re-scheduled momentarily, however, and broadcast industry representives will be apprised of media plans for the current "interim" period ending March 1. After the meeting, the Adjutant General's office is expected to announce current media allocations.

Procurement authorities apparently have revised downward earlier tentative estimates which earmarked about 30%—or roughly $165,000—out of the unexpended $550,000 for a concerted radio spot campaign. Latest best guess is that broadcasting will derive between 20% and 30%—or somewhat over $100,000.

It was explained that the 30% represents radio's traditional cut each fiscal year, but that the current drive is short-term campaign. Additionally, it was pointed out, some $150,000 already had been spent on network programs since discontinued because of disfavor on Capitol Hill.

Aimed at Selected Audiences

The consensus now is that Congress will thaw its freeze on the $3.1 million tabbed for recruiting activities in 1951-52 funds, with $2.1 million of that sum set aside for national advertising.

Along with that consensus, however, is the conviction of military procurement authorities that heavy commitments for network programs (such as the discontinued Frankie Laine, Bill Stern and football series) are a thing of the past. The accent in future planning is on directional media programs aimed at selective audiences—prospective aviation cadets, nurses, WACS and specialists.

In that light, spot radio and independent stations are likely to emerge as primary recipients of the Army and Air Force recruiting melon, a highly placed Pentagon officer told BROADCASTING • TELECASTING last week.

The immediate problem of directing Congressional opinion toward an appreciation of the military's dilemma has been promised top priority by the Defense Dept.'s Ad Hoc Committee, headed by Fred Korth.

The postponement of the meeting with industry executives is not a cause for concern, it was explained. Military Personnel Procurement authorities hope to obtain routine approval of the $550,000 allocation from the public information divisions of the Defense Dept., Army and Air Force, as well as the Adjutant General's office and Mr. Korth's Ad Hoc Committee.

New date for the conference will have a bearing on the representation of NARTB and BAB. If possible, BAB President William B. Ryan will represent that organization. In the event he is unable to attend, John Hardesty, BAB director of local promotion may be designated. The name and title of William Treynor, NARTB assistant stations relations director, were inaccurately mentioned for Mr. Hardesty's in the Jan. 21 issue of BROADCASTING • TELECASTING.

Slated to represent NARTB are President Harold Fellows, Public Affairs Director Robert K. Richards, and Government Relations Director Ralph Hardy.

BABCOCK NAMED

Is WGBS Mng. Director

MILLER N. (SLIM) BABCOCK, sales manager of Fort Industry Co.'s WGBS Miami, has been appointed managing director of the station, Stanton P. Kettler, southern district vice president of Fort Industry, announced last week.

Mr. Babcock

Mr. Babcock succeeds Mr. Kettler, who was managing director before his promotion to southern district vice president. The appointment is one of a series being made in a planned general reorganization of Fort Industry Co. operations [B•T, Jan. 21].

Mr. Babcock has been with the WGBS sales department since 1943 and has been sales manager since 1945. He recently was re-elected president of the Miami Quarterbacks Club and is a past president of the Miami Shores Optimist Club. He is a native of South Dakota and has been in radio and newspaper work since 1928, having been associated with WIOD Miami and WFTL Fort Lauderdale, the New Jersey *Frei Zeitung*, the Newark *Ledger*, the Maplewood, N. J., *News*, the Millburn, N. J., *Item* and the Miami *Herald*.

Signs Bendix, O'Keefe

WILLIAM BENDIX and Walter O'Keefe signed exclusive long-term radio-television contracts this past week with NBC on a guarantee arrangement. Contract also is being worked out by Cass Daly and CBS which would put the comedienne under exclusive combination contract. NBC had previously negotiated but arrangements then fell through.

'Most Charming' Women

MRS. HAZEL MARKEL, women's news commentator for MBS and WWDC-AM-FM Washington, has been chosen the "most charming woman in radio," and, for the second consecutive year, Faye Emerson, video star, was named the most charming woman in television. Selections were made through a poll conducted by Charm Institute.

Mrs. Markel

FTC ON IMDRIN

Initial Decision Issued

INITIAL decision which would prohibit certain broadcast and printed advertising claims by Rhodes Pharmacal Co., makers of the medicinal preparation Imdrin, was handed down by a Federal Trade Commission hearing examiner last Friday.

Imdrin will afford only temporary and partial relief in certain cases but is not a cure or effective treatment for any arthritic or rheumatic condition, Hearing Examiner Abner Lipscomb ruled.

The decision represented another step in a case on which the U. S. District Court in Chicago ruled last September. It granted a preliminary injunction restraining the Rhodes Co. from disseminating allegedly false advertisements. Injunction remains in effect until disposition of FTC's complaint. The initial decision becomes effective unless appealed or reviewed within 30 days.

NETWORK GROSS

Down 4.8% in 1951

COMBINED gross time sales of ABC, CBS, MBS and NBC for 1951 totaled $174,718,594, according to Publishers Information Bureau. Total is 4.8% below the $183,519,037 gross network time sales for 1950.

Individually, MBS was the only one of the four networks to show more business in 1951 than in 1950—$17,900,958 last year to $16,091,977 the year before, an increase of 11.2%. ABC gross revenue from time sales was down 4.4% in 1951 compared to 1950; CBS gross was off 2.8% and NBC gross down 11.5%.

ABC and CBS radio time sales were well in excess of the time sales of their television networks (See PIB TV data on page 67), but NBC gross figures for 1951 show its TV time sales roughly 10% ahead of its radio volume—$59,171,452 for NBC-TV to $54,324,017 for NBC radio. Overall, TV network time sales nearly tripled in 1951 over 1950, showing an increase of 188.5% in contrast to network radio's decline of 4.8%. Dollarwise, network radio still is ahead, however, with $175 million against $128 million for network TV for the year.

For the month of December, the four radio networks' total time sales were down 7.7% from the total for the same month of 1950. Individually, ABC showed a gain of 13.9% and Mutual an increase of 29.3%, while CBS and NBC showed losses of 19.4% and 14.5% respectively.

One reason for the CBS and NBC declines contrasted with gains for ABC and MBS is that last July CBS and NBC instituted 10% cuts in gross rates, which are reflected in the PIB figures. ABC and MBS achieved similar effects through increased discounts, leaving the base rate alone and so not reflected in the PIB figures.

* * *

NETWORK RADIO

	December 1951	December 1950	Jan.-Dec. 1951	Jan.-Dec. 1950
ABC	$ 3,300,219	$ 2,898,508	$ 33,708,846	$ 35,270,845
CBS	5,278,508	6,544,490	68,784,773	70,744,669
MBS	1,697,014	1,312,393	17,900,958	16,091,977
NBC	4,343,307	5,077,740	54,324,017	61,411,546
TOTAL	$14,619,048	$15,833,131	$174,718,594	$183,519,037

RATE CHANGE DATES

Gamble Speaks at NAEA

FIRST GUN in a campaign to fix advertising rate change dates at two per year was fired by Frederic R. Gamble, president of the American Assn. of Advertising Agencies before the Newspaper Advertising Executives Assn. at its annual convention in Chicago last week.

Whether other media will be asked to follow the same formula was not revealed by the AAAA president.

The convention also heard recommendations that newspapers use television's "weaknesses" to regain lineage lost to the broadcast medium, and that newspaper sales associations organize a united front to combat all media.

The three-day meeting, which started Monday at the Edgewater Beach Hotel, attracted a record registration of 600.

Mr. Gamble suggested that Jan. 1 and July 1 be set for rate changes, with at least 90 days notice in advance. He made the recommendation as spokesman for the AAAA Committee on Newspapers.

"The AAAA still regards twelve months' protection as necessary for sound annual planning," he said, "but current conditions require us to lower our sights.

"In the year just ended, 1951, we have seen advertising pass the six and one-half billion dollar figure. Very likely a nine billion dollar total is coming soon," he predicted.

The historic 3% ratio of advertising to gross national product in peace-time years was pointed out by Mr. Gamble, who said that it may be a conservative figure, since 3% of the current gross national product would even now be more than $9 billion.

Urging the 2% cash discount, he said that 95% of daily and Sunday newspapers now allow the discount along with strong majorities of other media.

The meeting ended with a report of the plans board, headed by Thomas J. Cochrane, advertising director of the *New York News.* The board cited as television's "weaknesses" high costs, limited coverage and "in some cases, the questionable effectiveness" of the medium commercially. It charged TV with "failing to improve some sales pictures, especially for gasoline companies."

Admits Heavy Losses

Admitting heavy lineage losses last year, the plans group said television's growth in 1951 was "spectacular." In 1952, however, it believes television's gains will be merely "substantial."

Retiring President Louis E. Heindel, advertising director of Madison, Wis., Newspapers, suggested a pool of all newspaper advertising groups in a joint effort to launch a "strong newspaper selling front." Conceding loss of revenue to magazines for "the first time in many years," he said "TV advertising revenues are still skyrocketing, and radio is making a very hard and somewhat successful fight to recoup its losses."

"Which way the battle goes in 1952, 1953 and the years beyond depends on our ability and determination to launch a united and strong newspaper selling front." He recommended NAEA work with the American Assn. of Newspaper Representatives, the National Newspaper Promotion Assn. and the Assn. of Newspaper Classified Advertising Managers under the overall direction of the Bureau of Advertising of the American Newspaper Publishers Assn.

Corollary recommendations were "that we provide through our combined efforts a hard-hitting promotional campaign in the interests of newspaper advertising and coordinate our efforts to produce a continuing flow of modern newspaper selling tolls." His suggestions have been approved and endorsed unanimously by NAEA directors.

Citing the newspaper industry's "effort to portray their importance as a great sales force as lacking in conviction for many years," the NAEA president suggested that his audience "compare and evaluate the printed promotional advertising of radio and television with that of newspapers, and then draw your own conclusions."

Mr. Heindel's successor as NAEA president is Herbert G. Wyman, advertising director of *The Pittsburgh Post-Gazette* and former NAEA first vice president.

Wallace to Crossley

DAVID WALLACE, recently consultant to the National Production Authority in Washington and previously manager of market research for Ford International, has been elected vice president of Crossley Inc., marketing and public opinion analysts.

TRAVIS, HANSEN

Given ABC Promotions

APPOINTMENTS of C. Merwin Travis as sales promotion manager for the ABC Western Div., and of John Hansen, who now holds that post, to be sales representative of ABC-owned KECA Los Angeles, were announced last Thursday by William Phillipson, ABC Western Div. director. The appointments are effective Feb. 1.

Mr. Travis has had many years' background in public relations and sales promotion. He is currently on the staff of the Howard G. Mayer and Dale O'Brien office in Hollywood and is director of publicity for the Desert Inn, Las Vegas, Nev. Until 1942 he was vice president and general manager of Pathe Labs of New Jersey which earlier had acquired a film laboratory he had developed.

Mr. Hansen has been with ABC since 1947. He served first as research manager for the promotion department, advancing to sales promotion manager in 1950. Before joining ABC he served five years in the Army as an infantry captain in the South Pacific.

K-F Buys Segment

KAISER-FRAZER Sales Corp., Willow Run, Mich., will sponsor the last half-hour of *Your Show of Shows* on NBC-TV, starting Feb. 16, on alternate weeks, replacing Eversharp which leaves the show at that time. William H. Weintraub, New York, is agency for Kaiser-Frazer.

DC&S Named

STANDARD Milling Co., Chicago, names Doherty, Clifford & Shenfield, New York, to handle advertising for flours and for various prepared mixes, effective March 1.

MARCONI

Bust Unveiling Climaxes Six Days of Ceremonies

UNVEILING of a bust of Guglielmo Marconi, radio pioneer, in the studios of pioneer KDKA Pittsburgh completed a six-day round of ceremonies honoring the famed scientist. Maria Christina Marconi, widow of the inventor, unveiled the bust Tuesday afternoon.

The tribute was a gift of the Marconi Memorial Committee of outstanding Italian professional, educational and civic leaders. The widow and her daughter, Maria Elettra, came from Italy for the unveiling and attended a banquet that followed, all in honor of the 50th anniversary of Marconi's first wireless message. Sculptor was Frank Vittor, of Pittsburgh.

Ceremonies were broadcast around the world, with an NBC-TV crew also recording proceedings. Marchesa Marconi described the first message this way: "He (Marconi) pressed a button on his yacht *Elettra* in the Bay at Genoa, Italy, and Sydney, Australia, thousands of miles away became bathed in light. It all started as just another of his experiments."

Messages were read from Wayne Coy, FCC Chairman, the Italian Minister of Communications and other communications leaders.

Former Attorney General Charles J. Margiotti, of Pennsylvania, presided at the ceremony. Attorney Lawrence J. Purpura, chairman of the memorial committee, made the formal presentation. Joseph E. Baudino, former KDKA chief engineer and manager and now vice president of Westinghouse Radio Stations Inc., delivered the acceptance address and was host at an earlier luncheon at Duquesne Club.

Mr. Purpura welcomed guests at the banquet and Mr. Margiotti introduced Dr. Sergio de Benedetti, Carnegie Tech nuclear physicist. The Tech laboratory and atom smasher are built on the site of a former KDKA antenna, at Saxonburg, Pa. Other banquet speakers were Italian Vice-Consul Mario Tedeschi and Mr. Baudino.

Marchesa and Marchesina Marconi said Capt. Kurt Carlsen, hero of the *Flying Enterprise*, told them he owed his life to the inventor of wireless. The two were brought to Pittsburgh in a private railroad car and were feted by Pittsburgh civic groups.

AT UNVEILING of bust of Guglielmo Marconi, radio pioneer, in studios of KDKA Pittsburgh were (l to r): Joseph E. Baudino, Westinghouse Radio Stations Inc. vice president; Lawrence Purpura, chairman of memorial committee; Marchesina Elettra Marconi and Marchesa Maria Marconi; Charles J. Margiotti, former Pennsylvania attorney general; Stephen Orlando, committee treasurer; Dominic Navarro, co-chairman.

TALENT UNIONS

Merger Study Underway

ADVENT of television has made a five-branch merger of Associated Actors & Artistes of America "an absolute necessity," Georgie Price, president of American Guild of Variety Artists, said last Tuesday after representatives of the unions and labor relations experts from two universities held their first meeting to study merger possibilities.

Although television is the factor that has prompted consideration of the merger, radio, too, would be affected if merger occurred, since the amalgamated talent union would deal with all entertainment media.

Meeting was the first step to create a one-card entertainment union since the Television Authority convention, held in December to chart the future of the video group, adopted a proposal for organizational overhaul.

The unions suggested at that time inviting an impartial authority to study the problem and obtained services of M. P. Catherwood, dean of New York State Institute for Industrial and Labor Relations at Cornell, and Edgar L. Warren, director of the Institute of Industrial Relations at the U. of California at Los Angeles, to direct the work [B•T, Dec. 17, 1951].

The two men will be assisted by L. P. Adams, Cornell Research director, and Michael Komaroff, UCLA, with the institutions contributing their offices as a public service. Financing, amounting to primarily travel expenses, will be handled by the participating unions.

University officials said results could not be anticipated until the survey is completed, since they are approaching the matter from a purely investigative, scientific point of view. Their recommendations, due for consideration by AAAA members before July 1, will depend on their findings, Dean Catherwood explained, and it is "conceivable" that the study may indicate a five-branch merger is not desirable.

"Extensive questionnaires," Mr. Komaroff said, have already been submitted to and filled out by officials of the unions involved: AGVA, American Guild of Musical Artists, American Federation of Radio Artists, Chorus Equity and Actors Equity. Screen Actors Guild and Screen Extras Guild are not included in present discussions, although it is planned to "leave the door open" for them to join whatever merger may result.

Will Interview

In addition to questioning union officials for their recommendations, the study will include widespread interviewing of individuals throughout the field and establishment of regional conferences on the member-performer level for discussion and evaluation of the question. Survey staff members are also expected to attend regular meetings of AAAA member unions to weigh merger attitudes.

Major research effort of the survey, however, will be an exact census of workers in various entertainment fields, with particular attention given to multi-memberships required of a single performer and "overlaps" of union spheres.

Vinton Hayworth, vice president of AFRA—whose invitation to TVA for a duo-juncture was trigger cause for action on total-merger—explained that "the chaotic state of the television business leaves the performer in limbo. The lines of unions cross too many members." As an actor fulfilling usual assignments, Mr. Hayworth identified himself as a card-holder in three different entertainment unions, with memberships held by his wife and son, also professionals, bringing the family total to 10. Because of such overlaps, AFRA has been "unalterably in favor" of merger since 1937, he pointed out.

Attributing the confusion to the unions' informal growth into formal units, Mr. Price explained that since the advent of television, TVA has become "the big new plumb" among labor groups.

"It is absolutely necessary" for concrete merger steps to be taken now in order to avoid further intra-labor politics and to provide the unified organization that performers want, he said.

If no action has been taken toward total merger by the July 1 deadline—providing AFRA is not the only objector to proposals—at least TVA and AFRA will unite into an all-broadcasting organization, since performers in both radio and television are hired by essentially the same network and agency employers. It was emphasized that such merger would not preclude later joining with interested unions.

Alluding to the "slight recalcitrance" of other AAAA members toward the AFR-TVA merger, Lawrence Tibbett, AGMA president and AFRA member, said that the radio group proposed the uniting "not in bad faith" and was entering discussions for total unifi-

(Continued on page 88)

EDWARDS SHOW

Union Protests to FCC

DROPPING of Commentator Frank Edwards' nightly MBS newscasts by WRR Dallas, Texas, has prompted a local AFL union appeal to the FCC for an investigation.

AFL Local 198 has asked the Dallas FCC office to look into the reason for the discontinued program, and the request was forwarded to the FCC in Washington. Mr. Edwards is sponsored nationally by the AFL. The union asked the FCC to determine "whether or not an injustice has been perpetrated."

D. J. Tucker, WRR director, said the program was cancelled last December in a general program realignment, and that it did not have a high rating in listening polls. WRR is a city-owned outlet and the program realignment was approved by the municipal radio commission, Mr. Tucker said.

'POLITICAL SCREENING'

ALA Counters

AUTHORS League of America, parent organization for writers' unions, started an active campaign against "political screening" last week when its council passed a resolution condemning radio and television blacklisting.

At the same meeting, held Jan. 7 and reported last Wednesday, the ALA council instructed President Rex Stout to ask for an FCC hearing to discuss blacklisting of writers as well as other video employes as it is allegedly practiced by broadcasting license holders.

Resolution on blacklisting recalled that from the earliest days of this nation's life, tradition has given writers and writing freedom from political control, but that "today this tradition is being eroded by fear." It continued, "today any American writer may be subjected to dismissal, disgrace, and disaster through the organized activities of self-appointed monitors eager to defend the nation on their own terms."

Identifying itself as "a purely professional organization," the league has never had and will never have a political test for its members, the resolution said, since it neither judges nor defends the individual views of its members. "But the league, as always, will combat every concerted effort, whether hidden or overt, to determine the employment of any writer or the presentation or publication of his work on any basis other than the merit of his writing."

Mr. Stout's letter to FCC Chairman Wayne Coy recognized that the Commission has no power to control employment policies of radio and television sponsors. "The practice of blacklisting has spread to such an alarming extent," the ALA president wrote, "that it has gone far beyond isolated acts by specific individuals and has assumed the proportions of what may properly be characterized as an industry policy, which involves not only sponsors and producers but networks and individual station licensees, and thus brings the matter clearly within the jurisdiction of the FCC."

Denial to Writers

Issues involved, according to the letter, are:

"(1) Denial by the radio and television industries to writers, of employment or presentation of their works; (2) inadequate presentation of the works of writers due to the arbitrary blacklisting of actors, directors, scene designers, and other personnel; (3) denial to the public of its constitutional right to see and hear the works of established writers, of high literary reputation; (4) the practice by the radio and television industries of organized blacklisting which, if not actually illegal, is certainly wholly at variance with the American traditions of freedom of expression and due process, and wholly against the public interest."

The committee to represent the league at FCC hearings would consist of Mr. Stout, Oscar Hammerstein II, John Hersey, and Elmer Rice, who was reported last week as negotiating to settle his casting dispute with producers of *Celanese Theatre*.

The league explained its understanding that American Civil Liberties Union will also apply for a hearing on blacklisting, to be timed shortly in advance of a report on blacklisting written by ACLU board member Merle Miller, who is also president of the Author's Guild, member organization of ALA. The book is to be published in April by Doubleday & Co., New York, but the ACLU request for hearings is expected when advance copies are available in early March.

(Also see story on Loeb blacklisting charge, page 80)

JOINS BANNAN

Wheeler Leaves WCOP Post

HARRY WHEELER, former sales manager of WCOP-AM-FM, Cowles stations in Boston, joined the station representation firm of Bertha Bannan in Boston last Monday. He had resigned from WCOP the preceding Friday.

Mr. Wheeler

Mr. Wheeler has been engaged in radio sales for the past nine years, six of them as sales manager for the Boston Cowles stations. Before World War II he was an attorney in Boston. He has been active in trade and professional associations there.

Miss Bannan, with offices at 80 Boylston St., has been in the advertising field for 20 years, with the last 14 spent as a station representative. She is said to be the first woman representative of stations in the country.

JONES ON MERGER

Dissent Indicates View

ATTITUDE OF FCC Comr. Robert F. Jones toward the merger of ABC with United Paramount Theatres Inc. was clearly defined in the Ohio commissioner's heavily documented dissent in the Commission's action denying theatre-owners Fanchon & Marco permission to intervene in the Paramount hearings two weeks ago [B•T, Jan 21].

Comments have been received by Comr. Jones from some lawyers since the 20-page document was issued. His brother commissioners have commented on his exhaustive research, although he was a minority of one.

Fanchon & Marco have not decided what to do next. Request for a court injunction if the Commission approves the merger was indicated as a possible move, F&M Attorney Russell Hardy said.

Gordon Brown, WSAY Rochester, who was also turned down in a request for intervention at the same time, re-petitioned the Commission last week to set ABC's O&O stations for hearing at license renewal time. Mr. Brown has been a long-time battler against what he considers monopolistic practices of all the networks.

Sees Intervention Right

Gist of Comr. Jones' exhaustive treatise is that Fanchon & Marco have every right to intervene since they are persons "aggrieved" and "adversely affected" under the law. He also iterated his previous view, when the Commission first denied the petition to intervene [B•T, Dec. 10, 1951] that the St. Louis and Hollywood theatre owners have something definite to offer the Commission in its investigation of the merger because they are experienced in dealing with UPT and its predecessor, Paramount Pictures Inc.

Again he avowed that the petitioners should be permitted to have standing in the case because the Dept. of Justice is not intervening. Therefore, he emphatically stated, they should have status as "private Attorney Generals."

Some of Comr. Jones' more pertinent comments along these lines follow:

> **The Commission must in the public interest examine the proposed merger in the instant case which, if approved, might precipitate the premature demise of individual AM and FM broadcasting stations in competition with a combination of theatre ownership and ownership of radio and television facilities as a licensee. Moreover it must be determined if there will be a tendency by the merged company to enter into repressive and monopolistic contracts with present affiliates of the applicant, American Broadcasting Co. Inc., and future potential affiliates holding AM, FM and television broadcasting licenses, or any one of them in any given area.**
>
> **There are other related problems which are particularly significant here, such as the effect of competition by broadcasting stations, organizations or groups for the sources and materials of program service, including music, talent, transcriptions, films, kinescope recordings.**
>
> **In making a judgment under Sec. 310(b) in the instant case, the Commission must determine whether or not the past conduct of the applicants in the operation of their movie business will, if Commission consent is given to the merger, substantially lessen competition or tend to monopoly in any line of commerce in any section of the country.**

Quotes Celler

In a careful study of the legislative history of the 1950 amendment to Sec. 7 of the Clayton Act, Comr. Jones quoted these words of Rep. Emanuel Celler (D-N.Y.) who introduced the bill that amended Sec. 7:

> **. . . It is too late to cope with the problem [monopoly and trade restraint] with any degree of effectiveness after these large corporations have advanced any substantial distance along the high road to monopoly.**

Comr. Jones continued as follows:

> **The undisputed allegations of fact in the pleadings show that petitioners operate theatres in St. Louis and Los Angeles; that as operators of theatres in Los Angeles they are about to be evicted by the applicants; that the merger, if approved, will bring to the broadcast industry the largest aggregation of theatres and radio facilities in history; that the applicants will operate, in addition to radio facilities, 1,000 theatres in 400 cities; that the applicants, Paramount Pictures Inc. and United Paramount Theatres Inc., are acting in conjunction to restrain the petitioners in the operation of their theatres and in their ability to obtain films; that their business operations have been characterized by the Supreme Court as "having a marked proclivity to unlawful conduct," and disclose "a long catalogue of unfair and discriminatory methods of competition, deliberately practiced, long continued, and widespread in application" on the part of the applicants.**

Concluding, Comr. Jones had this to say:

> **. . . it would seem that under such circumstances the Commission should exercise greater liberality, if any is necessary, in allowing interventions of those persons who can be of assistance to the Commission, and particularly those who have had prior actual experience with the parties requesting the Commission's approval for the proposed merger.**

PAGE HEADS OBA

TV Survey Considered

ALLAN PAGE, KSWO Lawton, Okla., was elected president of the Oklahoma Broadcasters Assn. at its meeting Jan. 23 in Stillwater. Other officers chosen were Cy Casper, WBBZ Ponca City, vice-president and Guy Farnsworth, KCRC Enid, secretary-treasurer.

Directors appointed were out-going President L. F. (Chub) Bellatti, KSPI Stillwater; Jimmy Barry, KMUS Muskogee; George Collisson, KOCY Oklahoma City; John Esau, KTUL Tulsa; Bill Hoover, KADA Ada, and Ed Ryan, KSIW Woodward.

William B. Way, KVOO Tulsa, reported on the Associated Tulsa Broadcasters' "Sell Radio" campaign. The association voted to investigate the feasibility of having a statewide survey made on the impact of TV on radio, with Mr. Bellatti designated to contact the research departments of Oklahoma U. and Oklahoma A. & M. about making the study.

Mr. Page was appointed chairman and Messrs Esau, Collisson and Barry named members of a special committee to study possible revision of association bylaws to enlarge the scope of activities in line with other state associations.

Meeting was attended by representatives of 23 stations.

Gorrie Approval Pends

TWO DAYS of grilling by the Senate Armed Services Committee early last week delayed approval of the nomination of Jack Gorrie as chairman of the National Security Resources Board. The committee was scheduled to vote on his nomination last Friday. Mr. Gorrie, an ex-newspaperman, was given an interim appointment to the NSRB chairmanship following the resignation of W. Stuart Symington last fall. NSRB is charged with security and censorship planning for the defense mobilization program.

PARAMOUNT CASE

DuMont to Ask Severance

PARAMOUNT hearings are scheduled to resume Feb. 4, following completion last week of the first phase which was concerned with Paramount Pictures "control" of Allen B. DuMont Labs. [B•T, Jan. 21].

Meanwhile, DuMont was preparing to petition the FCC for severance from the hearings and a quick decision that it is not controlled by Paramount's ownership of all 560,000 shares of Class B DuMont stock.

At issue when the hearing resumes next month will be Paramount Pictures qualifications as a licensee of KTLA (TV) Los Angeles. Also involved in the Paramount Pictures phase of the hearings are (a) license renewal for KTLA, (b) modification of construction permit of WBKB (TV) Chicago and (c) transfer of control of KTLA to new Paramount Pictures Corp. and of WBKB to United Paramount Theatres Inc., theatre-owner successor to Paramount Pictures Inc. Also involved is the transfer of control of WSMB New Orleans from Paramount Pictures Inc. to UPT.

Scheduled to appear then are Paramount Pictures President Barney Balaban, Directors Edwin Weisl and Stanton Griffis (retiring U. S. Ambassador to Greece), Vice Presidents Y. Frank Freeman, Paul Raibourn and Austin Keough. Also scheduled to appear is Klaus Landsberg, KTLA vice president and general manager.

Bulk of last week's testimony was by Paramount witnesses. Mr. Raibourn was on the stand for two days, followed by James P. Murtagh of the New York law firm of Simpson, Thacher & Bartlett, Paramount counsel. Also on the stand was DuMont attorney Edwin A. Falk, of the New York law firm of Gale, Bernays, Falk & Eisner.

Offers Made to Two

Mr. Raibourn revealed that in 1937 when Paramount was investigating investment in a TV company, offers were made to Farnsworth and DuMont. Paramount bought into DuMont, paying $56,000 for that number of Class B shares, also lending the young electronics company $144,000. Originally, Paramount wanted to buy 50% of DuMont Labs., Mr. Raibourn said.

Agreement was drawn up in April 1950 for Paramount to sell its Class B shares to its own stockholders, in exchange for Paramount stock, Mr. Raibourn said, but Dr. DuMont backed out at the last minute.

Introduced as an exhibit, the agreement showed that Paramount agreed to reduce its right to elect three out of eight directors to zero when it held less than half of what is now 560,000 shares.

Among those interested in buying Paramount's interest in DuMont, Mr. Raibourn said, was Avco Manufacturing Co., which owns Crosley Broadcasting Corp. (WLW Cincinnati and TV stations WLWT Cincinnati, WLWC Columbus, WLWD Dayton, all Ohio). Nothing ever came of that, Mr. Raibourn indicated, because it would have put Avco in "control" of DuMont in the Commission's eyes and Avco did not want to be stymied in further TV station expansion (it is an applicant for Indianapolis).

In the event the Commission finds that Paramount does not control DuMont, Paramount will probably file for four more TV stations, Mr. Raibourn declared.

In a discussion of Hollywood features on TV, Mr. Raibourn expressed his abhorrence of current TV practice of cutting 60-minute films into 15-segments. He termed the practice "mayhem and a massacre." What hurt him most, he said, was the knowledge that those pictures were made with the utmost care for definite audience reaction.

Four Years With the Right Medium

A Freeport Feed Firm's Radio Reaches the Farmer

FEB. 2 is Radio Day at the plant of John Knobel & Son, farm feed manufacturer-wholesaler in Freeport, Ill.

The day marks the fourth anniversary on the air for this thriving midwestern company—a 38-year-old business that has been moving forward rapidly since it first put a market report on WFRL Freeport back in the winter of '48.

In those four years John Knobel & Son estimates it has sold $500,000 of farm feed because of its broadcast programs. This $500,000 in business has developed from a time sales cost of possibly 2% that amount.

Russell J. Knobel, president and general manager, entered radio as a sponsor about three months after WFRL went on the air, buying a program of daily noon market reports. This series has run without interruption, but has been augmented with other WFRL time.

* * *

AT first the programs were handled by announcers at the neophyte station but Mr. Knobel was annoyed by mispronunciation of dealers' names and lack of familiarity with the feed business. The station suggested the sponsor have its own voice.

Looking around the office Mr. Knobel quickly found the man he needed, Sales Manager Robert Kadarauch. Back in 1946 he had received an application for a job from the young man, then waiting to be discharged from the Marines. As qualification for the job, Mr. Kadarauch submitted the fact that he was married to Mr. Knobel's niece.

"Naturally he got the job," the president adds.

Only trouble was the somewhat unusual monicker. At the same time, the name Kadarauch is unusual and likely to be remembered by listeners.

Not too long after the Knobel programs started opening with "This is Bob Kadarauch . . .," he happened into a shoe repair shop where nobody knew him. After telling the repair man about his shoe problem, he elicited this response, "Are you Bob Kadarauch?" The voice was familiar, and the difficult name was already known.

* * *

THAT was one of many incidents that convinced Mr. Knobel the program was building a personal feeling. "We think our program became more valuable to us when we started making it ourselves," he explained.

The first WFRL program was built around poultry and livestock market reports. The five-minute period had two commercials which often included names of dealers selling Knobel feed. When Mr. Kadarauch took over, a tape recorder was installed in the office and the program was fed to the station via telephone.

"Our experience has been that results come slowly with radio advertising," Mr. Knobel said. "Perhaps it is not true with other lines, but we were on the air several months before we thought we were getting results.

"Most of our radio advertising has been about the feeds we manufacture. Last year in January we sold over 180% of the amount of our own feeds that we sold in 1948 when we first used radio. We know that at least part of the increase is due to radio advertising."

The noon *Local Markets* program continues the original format, with Chicago grain and hog prices as well as local prices for hogs, poultry and eggs augmented by other information.

In June 1949 John Knobel & Son added a five-minute morning informational farm program based on AP farm news. About a dozen special broadcasts are staged during the year from fairs and 4H shows. A daily participation in a record program started last spring, running through the summer on a test basis. A similar campaign is planned this year in cooperation with three hatchery-dealers.

A majority of Knobel's increased business can be traced to the radio campaign, the sponsor's president said on the basis of a recent survey.

The record show, *Juke Box Matinee*, will provide a seasonal element because of the natural tie-up between purchase of chicks and wide use of one special brand of feed through the period of growth to maturity.

* * *

THE company is spending around $4,000 a year on radio, nearly triple the $1,400 spent in 1948, with radio getting over half the company's advertising budget.

"Those who are using radio advertising will no doubt agree that when you buy time to advertise feed the first thing you will want to know is whether the station has a farmer-listening audience," Mr. Knobel said. "A while back a farmer told us that he had been listening to our livestock report at noon. The market seemed good to him, and by 2:30 that afternoon he had sold his hogs, and had a check for them. We have many comments about our program by farmers. So we know farmers are listening.

"No doubt you would also want to know whether or not the station has time available when you can reasonably expect that farmers might be listening to their radios. Naturally, this varies with the seasons. But being in the feed business, you are familiar with the working habits of farmers. Noon-hour radio time is expensive, but we think it is worth it.

"Another point that is important is whether or not the program that precedes or follows yours has an appeal to farmers. Our radio program is followed by a program of local, national and international news. We have a lot of people living in town with no interest in the livestock market tell us that they turn on the radio to get the news and hear our program. I think the reason we have had more comment from city people than from farmers about the news program that follows our livestock market report, is because the radio probably has been on all morning on the farm."

* * *

SPRING PLANS for hatchery-dealer cooperation discussed by (seated, l to r) Mr. Kadarauch and M. Knobel. Standing, Dave Taylor, WFRL sales manager, and Dick Carroll, account executive.

CONTEST WINNER

Traces Much Aid to Radio

BILL McHUGH, department store manager and sales contest winner, credits radio advertising with much of his success. A saturation spot campaign was conducted by Mr. McHugh over KUBA in nearby Marysville, Calif.

Mr. McHugh, manager of the Federal department store in Marysville, won a year-end sales drive conducted among 18 Federal stores. As winner, he is to receive trip to Palm Springs, Calif., all expenses paid.

Looking to the future, Mr. McHugh said that his spot saturation over KUBA will continue. Federal advertising is placed by Armand S. Lever, firm advertising director. R. M. Gisser is president-general manager of Federal stores.

BECAUSE of "healthy expansion" of television operations in New England states—both for receiver set dealers and TV stations—Tele King Corp., New York, TV set manufacturers, will enlarge its operations by adding distributors in New Hampshire, Maine and Vermont and expanding distribution in Rhode Island, Connecticut and Massachusetts, according to Harvey L. Pokrass, president.

SPORTS PACKAGE

LBS May Sign Oil Firm

AN OIL COMPANY is expected to buy the new 52-week "All-Sports Package" announced by Liberty Broadcasting System last week and described by LBS officials as unprecedented in scope and completeness.

In addition, Liberty already has sold the package's five-minute warm-up adjacency to a home freezer company and is scheduled to sell the five-minute wrap-up to a cigarette firm.

For the first time in the history of the network, a 52-week schedule of some 573 major sporting events, including day and night major league baseball, college football, college basketball and pro football, will be offered to national advertisers, Paul Munroe, vice president and director of national sales, told BROADCASTING • TELECASTING last week.

The "All-Sports Package" is due to start March 8 on more than 300 Liberty stations. The package is available to national advertisers for one-quarter of each game, while the remaining three-quarters of the game will be sold by the individual affiliates to local sponsors.

The baseball season, officials said, will feature a single game each weekday afternoon (with one of the special sports programs when no game is available), a single game every Saturday and a double-header on Sunday. National advertisers will be offered a guarantee of at least six major league clubs with the Brooklyn Dodgers, Chicago White Sox and Cincinnati Reds already lined up.

Gordon McLendon, president of Liberty, will continue to announce the sports events.

Amana Buys

Amana Refrigeration Inc., Amana, Iowa (home freezers), will sponsor the five-minute warm-up before the games, starting March 8. Agency is Maury, Lee & Marshall, New York.

Liberty, in addition to its sports package, has had some further sponsor activity, with the sale of two quarter-hour shows, one featuring Commentator Westbrook Van Voories and the other Franklin B. Kennedy, vocalist, to Sears Roebuck & Co., Chicago, starting Feb. 17 on 196 southern and southeastern stations. J. Walter Thompson Co., Chicago, is the agency.

The network also has gained exclusive broadcast rights to the Kid Gavilan-Bobby Dykes title fight in Florida on Feb. 4 and has offered it to advertisers, officials reported.

KMO, KIT Appoint

KMO Tacoma and KIT Yakima, Wash., have named the Branham Co. as national station representative, effective Jan. 21.

H. LESLIE ATLASS (c), vice president in charge of CBS Central Div., accepts citation to WBBM Chicago for "outstanding service rendered to this country and the Naval Reserve Training Program" from Comdr. Walter Kimmel (l). With them is Ken Craig, executive assistant to Mr. Atlass.

STATE ACTION

NARTB's Fellows Urges United Stand

NARTB and state broadcasters' associations will be molded into a protective unit to observe legislative and regulatory agencies, Harold E. Fellows, NARTB president, told the Georgia Assn. of Broadcasters in speech scheduled for Saturday morning delivery at Atlanta.

Industry unity is the goal of this movement, which is based on the theory that any adverse legislation on local level will be felt nationally and will set dangerous precedents.

Mr. Fellows warned Georgia broadcasters that present legislative trends have alarming aspects, calling on them to join other state groups under the NARTB banner for common protection.

Indicative of NARTB's stepped-up legislative activity is a questionnaire sent broadcasters to obtain their views on bills introduced in the Senate by Sen. William Benton (D-Conn.). His legislation would set up a citizens advisory board to operate between Congress and FCC in what is viewed as a dangerous step toward censorship.

Final tabulation of questionnaire results is expected to show overwhelming broadcaster-telecaster opposition to the Benton proposals. NARTB's board is on record against the Benton measures [B•T, Dec. 10, 1951].

Cooperation between state groups and NARTB will speed passage of uniform state laws to protect broadcasters and telecasters from libel in political and other programs, according to Mr. Fellows. At present both radio and TV stations are in a libel dilemma because of FCC prohibitions against editing out potentially libelous remarks by political candidates and lack of protection under the laws.

Increased pressure by public taxing agencies to slap new levies against broadcast and TV stations must be combated by state and national cooperation, Mr. Fellows warned. He cited the Hawaiian gross receipts tax as well as state

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and municipal occupational taxes.

NARTB took part in the challenge by KPOA Honolulu of the territorial tax case in which the lower court upheld the levy in part [B•T, Jan. 21]. Vincent Wasilewski, attorney, and Neal McNaughton, engineering director, went to Honolulu to take part in the court hearing.

Moore's Contention

Judge Willson C. Moore held the station's commercial operations were centered in the territory and therefore subject to tax, excluding income from network programs shortwaved from the mainland. The court rejected applications of the long-standing Fishers Blend decision holding radio to be interstate commerce subject to federal control and it ignored claims of mainland reception.

NARTB is joining in KPOA's appeal, Mr. Fellows said in emphasizing the importance of the case from the standpoint of legal precedent. The NARTB board allocated up to $5,000 for the association's part in the legal battle.

The association cannot send lawyers around to fight every case that gets into court, Mr. Fellows added, but it is using all facilities to cooperate wtih local and state groups.

Complete interchange of information on what legislative bodies are doing will provide a powerful weapon for local and national associations, Mr. Fellows explained.

The situation will be reviewed at the Feb. 11-14 meetings of NARTB radio and television boards and board committees, which are scheduled to be held in San Antonio.

Mr. Fellows will address the Arkansas Broadcasters Assn. at Little Rock March 17 on the legislative question. The state was a hotbed of tax litigation several years ago when the city of Little Rock imposed taxes on broadcasters.

CBS ELECTION

Between IBEW and NABET

RESULTS of an election for technical union representation at CBS owned stations will be tabulated next Thursday by National Labor Relations Board. Contest is between IBEW and NABET.

IBEW has represented technicians at CBS stations since 193 when it took over the contract of Associated Broadcast Technicians which at that time defeated the CIO American Communications Association.

Over 800 technicians are involved in the vote. NABET and IBEW have been actively campaigning among the locals in New York, Boston, Chicago, Minneapolis, St. Louis, San Francisco and Los Angeles.

Both IBEW and NABET have indicated they will go after wage increases in case of victory. IBEW's contract expired last May 28 and the union contends the pact is still in effect on grounds that neither party has rejected it. NABET is understood to argue the contract no longer is applicable. Should IBEW win, the union has indicated it will seek to have increase retroactive to last May.

NBC MERCHANDISING

Three Supervisors Named

THREE additional merchandising district supervisors for NBC were named last week, to work under Fred N. Dodge, director of the Merchandising Dept. They were:

M. G. Odell, former member of the *American Weekly's* trade extension division and other publications, to cover Oregon, Washington, Idaho, Montana, Wyoming and part of Utah; William M. Barnett Jr., New York divisional manager of the Tex Hughes Division of Johnson & Johnson and formerly with McKesson & Robbins, who will have headquarters in Chicago and also will cover Michigan; and William T. Croley, formerly of the *Cleveland Press* and the *American Weekly*, who will work out of Cleveland, covering Ohio, Indiana, and Kentucky.

SSB Field Offices

FIELD branches of the Office of Salary Stabilization will be opened in February in six cities—Boston, New York, Detroit, Cleveland, Denver and San Francisco, it was announced last Thursday. Eight other offices will be opened soon in key cities, it was said. They will work with SSB Washington headquarters on regulations for overscale radio-TV talent, yet to be promulgated, and other industries.

SEPARATE 'VOICE'

Little Hill Support

LUKEWARM reaction to the State Dept.'s creation of a semi-independent agency to operate the Voice of America was pointedly evident on Capitol Hill last week.

Suggestions that the U. S. shortwave radio arm be further overhauled—or at least that such a possibility be studied—were spelled out in proposals pending in both the Senate and House.

The State Dept., bowing partly to Congressional criticism, had announced earlier the establishment of the International Information Administration to operate Voice and other overseas informational activities [B•T, Jan. 21].

Reaction was quickly forthcoming from both Sen. William Benton (D-Conn.), godfather of the radio offspring and former Assistant Secretary of State for Public Affairs, and from Rep. Emanuel Celler (D-N. Y.).

Hearings were strongly indicated by a Senate Foreign Relations subcommittee and the House Executive Expenditures Committee, which hold jurisdiction over current bills and resolutions touching on Voice operation.

President Picks Sargeant

Meanwhile, President Truman sent to the Senate the nomination of Howland H. Sargeant as Assistant Secretary of State for Public Affairs. He would succeed Edward W. Barrett, resigned [Closed Circuit, Jan. 14].

The Voice program also figured in Mr. Truman's budget calculations for fiscal 1953. The Chief Executive asked Congress for $133.2 million for information activities, with $30 million earmarked for radio broadcasting operations and an additional $36.7 million for construction of broadcast facilities. (See budget story page 26).

Rep. Celler labeled the present program a "Tower of Babel" and called for the creation of a Dept. of Overseas Information within the Executive Branch of the government. He cited the Voice of Free Europe as an industry counterpart.

"There is no single, identifiable, united Voice, speaking with authority," Rep. Celler asserted. "The result is confusion in the minds of people overseas, and the merest glimmer of ideas because of the lack of concentrated direct approach."

The "remedy," he said, lies in the enactment of his bill (HR 6130), under which a secretary of cabinet rank would preside. It also would provide for an under-secretary and two assistant secretaries. The secretary would be appointed by the President. The department would conduct all U. S. information, education and propaganda activities, to be coordinated with the State Dept. Such an agency, he added, could command the "highest intelligence and special skills" in the U. S.

The Congressman's measure was referred to the House Executive Expenditures Committee, which indicated hearings would be held in February or March. The group has requested reports from the State Dept., Budget Bureau and Comptroller General.

Sen. Benton greeted the formation of IIA with reservations. The new plan, he said, "makes even more imperative a close scrutiny by the Senate of this operation." He added:

> **The Department's proposal to raise the status of this operation by having the Administrator report directly to the Secretary of State appears to be a step in the right direction. But I cannot see that it is adequate to the need. The Administrator is not even to be a Presidential appointee, confirmed by the Senate. The Congress will not be satisfied until it has assured itself that in this crucial area of our national security we have the best possible organization, getting support at the topmost level, and capable of attracting into its service the best qualified people in the nation.**

Sen. Brien McMahon (D-Conn.), chairman of the Senate Foreign Relations subcommittee, has promised hearings "soon" on a resolution (S Res 127) co-sponsored by Sens. Benton and Alexander Wiley (R-Wis.). The proposal was introduced early last year.

Benton Seeks Study

Sen. Benton has pressed for a friendly, full-scale inquiry looking into the feasibility of divorcing broadcasting and other operations from the State Dept. By an ironic twist, he is joined in this effort by none other than Sen. Joseph McCarthy (R-Wis.), though obviously for different reasons.

Dr. Wilson Compton, former president of Washington State College (KWSC Pullman, Wash.) will serve as administrator under the new International Information Administration setup. He assumes operational functions, reporting directly to Secretary of State Dean Acheson.

If Mr. Sargeant, now deputy assistant to Mr. Barrett, is confirmed by the Senate as expected, he will take over policy and non-operational duties. "Undivided responsibility" will rest, however, with Mr. Acheson.

In accepting Mr. Barrett's resignation with "great reluctance," President Truman lauded his work and the "indispensable part" the "Truth Campaign" has played under his leadership the past two years. The international overseas program must be expanded still further, Mr. Truman added.

Mr. Barrett, former editorial director of *Newsweek* magazine, told the Chief Executive he felt "compelled to return to private life" and recalled he originally had planned to stay on for two years. He ascribed his move to "pressing personal factors that make it imperative to adhere to that schedule." Mr. Barrett has not announced his future plans, though it's known that he plans to vacation until at least March 1.

Mr. Barrett traced the progress of the Voice of America and psychological warfare and said "there is now much closer integration of psychological operations with foreign policy as a whole." He also noted that the Voice is being strengthened by the advent of "major new transmitters," including the ship-borne station [B•T, Jan. 21; Dec. 31, 1951].

DuMONT ASSEMBLY

Topic of VOA Japan Program

MORE than nine million Japanese radios will be able to pick up the story of television production when the Voice of America shortwaves a description of TV receiver assembly line operations at the Allen B. DuMont Labs, it was reported Tuesday.

Recorded from three points along the DuMont assembly line Friday, the program will be aired from San Francisco, Honolulu, and Manila. It is to be recorded again in Japan for rebroadcast over the Japanese Broadcasting System's 114-station network. With TV expected in Japan by fall, Voice of America programmers prepared the program in order to give the Asiatic people an insight into the assembly and manufacturing processes of video receivers in the United States.

DPA-NPA POSTS

Hobbs, Milling Take New Positions

FURTHER realignment of key electronic posts within the government's two production allocation agencies—the Defense Production Administration and the National Production Authority—was underway last week.

Appointment of Marvin Hobbs, electronic adviser to the Munitions Board, as a member of DPA's Electronics Production Board, was announced by the Dept. of Defense. Mr. Hobbs, who has been serving as an alternate member with EPB, succeeds C. W. Middleton.

J. A. Milling assumes duties as chairman of ERP and NPA's Electronics Product Division beginning this Friday. He succeeds E. T. Morris Jr., who returns to Westinghouse Electric Corp. [B•T, Jan. 14].

No successor has been named for Mr. Milling in the End Equipment Branch of NPA. A number of possibilities are under consideration, it was understood. Until a successor is chosen from industry and assumes the position, an official of the Electronics Division is expected to fill in. Mr. Milling is on leave from RCA Service Co. where he is a vice president.

In other changes, Delmus Fagge, chief of NPA's Special Components Section, is joining the Washington office of Sylvania Electric Products Inc. He formerly had been with the Dept. of Defense.

Justin R. Sypher Jr. transfers from the NPA Capacitors-Resistors Section to Military Equipment as chief. Knoland Prucknett, assistant to the chief of the Transformer Section, is returning to the Dept. of Interior. E. M. Nyhen is transformer chief.

NPA's Electronics Product Division has lost about 10% of its personnel in recent weeks. President Truman's budget message calls for additional funds which, if granted, would not only enable the division to retain present strength but add other personnel. This is in view of DPA's desire to expand electronics and other units, with stress on need for personnel to man components and priority activities.

Other appointments, involving top procurement posts within DPA, were announced last month [B•T, Dec. 31, 1951].

U. S. TRANSMITTER

Set for West Coast

PORT ANGELES area of Washington has been selected by the State Dept. as the site for its proposed $7 million shortwave transmitter—one of two projects now earmarked to carry the U. S. "Campaign of Truth" behind the Iron Curtain and other Communist-dominated areas.

The West Coast station will be located at Dungeness, Wash., and when completed in mid-1953 will give the Voice of America the "most powerful radio signal" in the world today, the department said. It will transmit programs to the Far East and across the Pacific.

A similar transmitter will be set up on the East Coast to beam signals to Europe and Latin America. These two stations, plus the ship-borne station [B•T, Jan. 21; Dec. 31, 1951], will project the campaign to all corners of the earth. The Coast Guard vessel will go into operation next month.

Polon to Mogul

DAVID D. POLON, vice president of R. T. O'Connell Co. for radio and TV, has joined Emil Mogul Co., New York, as director and business manager of the expanding radio and TV department. Carlo de Angelo, president of the agency's subsidiary, Productions for Television, continues in charge of TV production for all accounts.

MILES LABS. of London, England, (Alka Seltzer) during first week of February starts twice weekly a transcribed 15 minute *Curt Massey Time* on Radio Luxemberg. Agency is Goeffrey Wade Adv., Chicago.

ENGINEERS

Color Tubes, Facsimile Among AIEE Topics

ENGINEERS associated with the broadcasting industry were among the more than 3,000 scientists to attend the five-day winter general meeting of the American Institute of Electrical Engineers which started in New York last Monday.

Special sessions of the technical meetings included talks on color tubes for television, the mechanism of communication and new techniques of facsimile, plus inspection trips for AIEE members at the recently completed Westinghouse Electric Corp. plant in Hillsdale, N. J., the Bell Telephone Labs. in Murray Hill, N. J., and the harbor radar installation of the Port of New York Authority, Staten Island.

Meeting on color television tubes was held Wednesday afternoon with Chairman W. R. G. Baker, General Electric Co., first introducing H. B. Law, RCA Labs., who spoke on a three-gun mask color kinescope.

Explaining that his was but one of five tubes developed by RCA Labs., he described the theory, function and manufacture of the tube, designed to operate with the dot sequential system. Production problems, he said, are no more serious than those encountered in early days of black and white tube production, with results offering a tube with "essentially very little color shift."

Reviews Phosphor Progress

Life expectancy of phosphorous colors, under test for some time, was considered by A. R. Steadman, chief chemist of Allen B. DuMont Labs., who said the best salt for remaining stable under bombardment is a manganese-activated zinc phosphate. Problems remain with red hues, however, Mr. Steadman said, observing, "we've all been looking for more effective salts than red sulphides."

Robert Dressler, Chromatic Television Labs. Inc., presented a paper at the same session on the chromatron, a single or multi-gun cathode ray tube, outgrowth of the idea developed by Dr. Ernest O. Lawrence, U. of California [B•T, Sept. 24, 1951].

Explaining post-deflection focusing—and its resulting post-deflection acceleration—he described a system by which fluorescence depends upon a series of thin lines, greens inserted between reds and blues. The tube produces color as well as black-and-white pictures on the normal field sequential, he said, with registration problems minimized. The chromatron can be installed in present receivers, he explained, with the mere addition of three tubes for power requirements.

Colorimetry in television was formulated from an engineering point of view by F. J. Bingley, Philco Corp., who explained and verified equations for control of luminance.

Wilson Reviews Defense

Describing current steps in defense production during his keynote speech Monday, Charles E. Wilson, director of defense mobilization, said the program is now in mid-career, but founded on a broader base of electric power and other fundamentals of industrialism than was the second world war program.

Noting that the electrical age is being superseded by the electronic age, he stressed that "we should be planning right now for the weapons of 1960 and 1970 . . . [scientific] developments await the skill and energy of engineers like yourselves." He warned conference members that "the present job is yours more than that of any group of men in the United States."

The 1951 Edison Medal, one of engineering's outstanding awards, was presented at the Monday general meeting to Charles F. Wagner, consulting engineer for the Westinghouse Electric Corp., for "distinguished contributions in the field of power system engineering."

Awards to AIEE members for technical papers written during 1951 included prizes in the communications division, with J. J. Gilbert, Bell Telephone Labs., New York, and C. H. Cramer, Western Union Telegraph Co., winning first and second honors, respectively.

The mechanics of communication was subject for papers by B. M. Oliver, Bell Labs., who spoke on exploitation of message statistics; O. J. Drake, New York U., humanizing technical speech; and E. L. McAdam Jr., New York U., who spoke on writing visually.

New techniques in facsimile were discussed by H. F. Burkhard, Signal Corps Engineering Labs., who presented military design requirements, and by M. Alden, Alden Products Co., whose paper concerned "some of the aspects of high speed facsimile design."

WORRIED ABOUT TV
COMPETITION IN CINCINNATI?
→ See Centerspread This Issue ←
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS
OF
SELLING POWER
WCKY
CINCINNATI

TUBE SAVINGS

Cited by R. B. Ayer

USE of thoriated-tungsten filaments is credited by R. B. Ayer, RCA tube engineer, with giving savings in costs, increasing efficiency and assuring longer life in high-power vacuum tubes. Previously, this application was considered impracticable, it was pointed out.

Mr. Ayer disclosed this information in a paper delivered to the American Institute of Electrical Engineers at its annual winter meeting at New York's Hotel Statler last Wednesday.

Paper asserted that these tubes require 60-70% less filament power than comparable tube types with conventional pure-tungsten filaments. Tubes are used in broadcasting, communications and industrial electronic equipment.

Savings in transformers and associated power equipment were claimed by Mr. Ayres because of a substantially lower heating power requirement. In average broadcast station operation, it was noted by Mr. Ayers, the low input requirement of the tubes—approximately one-third that of equivalent pure-tungsten types—could effect an annual saving of thousands of dollars in operating costs.

MILLER ATTACKED

By Rep. Dondero in House

RECENT mention of the name of Judge Justin Miller NARTB board chairman, as possible nominee for the post of Attorney General [B•T, Jan. 7] drew sharp criticism last Thursday from Rep. George A. Dondero (R-Mich.). Other targets of Rep. Dondero were Telford Taylor, former FCC general counsel and now Small Defense Plants Administrator, and Max Lowenthal.

In charging on the floor of the House that Mr. Lowenthal was "architect of the plan to fire [Attorney General] Howard McGrath, not to get at corruption but to slow down the prosecution of Communists," Rep. Dondero said.

"And whom had he picked for the job? Mr. Justin Miller, a New Dealer, who was kicked upstairs to the Court of Appeals before he wrecked the Dept. of Justice where he was given a haven of refuge after the exposure of his campaign in North Carolina where he was moving against a venerable president of Duke University."

Asked about Rep. Dondero's statement, Judge Miller said, "No comment." He is serving as Salar Stabilization Administrator as we as NARTB board chairman.

Rep. Dondero said Mr. Lowenthal, whom he described as "an ol friend" of ex-Sen. Burton K Wheeler, "continues to wiel power through his stooges, some o whom have gotten into high places To mention only one: Gen. Telfor Taylor succeeded Justice Jacks as German war crimes prosecuto . . ."

WOW STRIKE

NABET Sanctioned Jan. 20

WOW Omaha has maintained normal broadcast and television operations, aside from loss of a few minutes time, since an impromptu strike of 25 technical employes, according to the station management. The strike started Jan. 15 and was officially sanctioned by NABET Jan. 20.

The station contends the strike grew out of discharge of two transmitter employes for shutting down both radio and TV stations Jan. 11 about 20 minutes, allegedly for the purpose of writing grievances. A third technician was suspended and a fourth reprimanded for their roles in the shutdowns.

Discharged employes started to picket WOW properties, with most NABET members electing to respect the picket lines. The station reports some of the NABET employes have returned to their jobs.

Crews of executive and supervisory employes quickly took over the operations and have given uninterrupted service except for loss of 28 minutes sustaining time. WOW-TV recently extended its telecast week to 114 hours. Lyle DeMoss, assistant general manager in charge of TV, and Soren Munkhoff, TV production head, have kept every live studio program on the air, including three new ones that started Jan. 14, according to the station.

Louis J. Favara, NABET international representative, was quoted by news services as saying the unions would file unfair labor practice charges against WOW Inc. Frank Fogarty, general manager of the Omaha stations, said the company would enter a "complete and convincing denial" of the charges. He pointed out that the company's contract with NABET contains compulsory arbitration and no-strike clauses. NABET, he said, has agreed to arbitrate if the company will first reinstate the discharged and suspended employes.

This the company refuses to do, he said, but has offered to put their wages in a trustee account to guarantee back pay if awarded by arbitrators.

Union officials were reported to have wired WOW and WOW-TV advertisers urging them to suspend their schedules during the strike. Mr. Fogarty said the stations had not received a single cancellation or request for a hiatus. AFM musicians have continued their daily programs from the studios.

First of a series telling why Sponsors and Stations are SOLD on ABC

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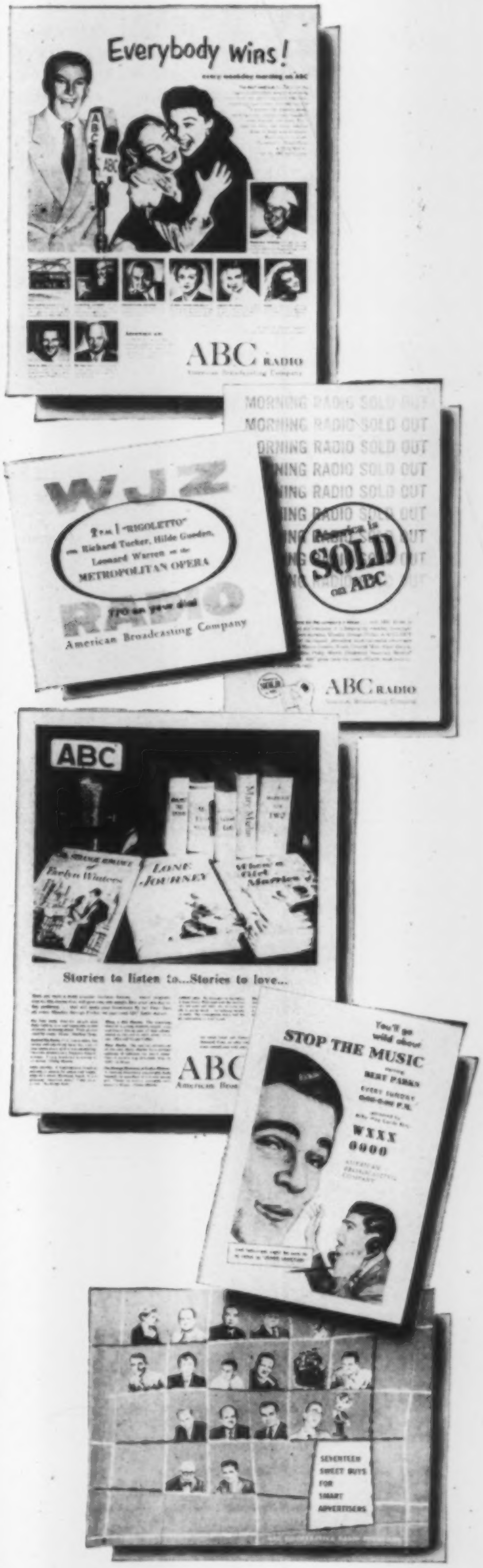
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ABC RADIO
American Broadcasting Company
MORNING RADIO SOLD OUT
WJZ
"RIGOLETTO"
Richard Tucker, Hilde Gueden, Leonard Warren
METROPOLITAN OPERA
RADIO
American Broadcasting Company
America is SOLD on ABC
ABC RADIO
ABC
Lone Journey
Stories to listen to...Stories to love...
ABC
American Broadcasting
You'll go wild about
STOP THE MUSIC
BERT PARKS
WXXX
0000
SEVENTEEN SWEET BUYS FOR SMART ADVERTISERS

Both nationally and locally, ABC Radio has always done more advertising and promotion of its sponsors' programs than any other network: magazine and newspaper ads, complete promotion kits, on-the-air promotion, direct mail . . . *everything* to build bigger and bigger audiences for ABC programs.

The reasons why are **three:**

First, because ABC *believes* in advertising; we're in the advertising business, and we practice what we preach.

Second, because ABC believes that a network's responsibility to its clients *begins* (rather than ends) when the contract is signed. We know that full-page ads in national magazines build audiences, so we run a minimum of 24 of them a year (plus special campaigns like the recent big AMERICA IS SOLD ON ABC promotion in newspapers).

Third, because a network is only as good as the total (and the enthusiasm) of its stations. ABC backs its own affiliated stations with every possible dollar of national advertising support . . . and we try to make every dollar of *their* advertising part of an integrated network campaign that will bring them bigger dividends.

ABC Radio

American Broadcasting Company

PLANE CRASH

Radio-TV Reports N. J. Tragedy

WIND and obstructions impeded on-the-scene television coverage, but radio reports flowed almost incessantly from Elizabeth, N. J., late Tuesday afternoon after a twin-engine airliner crashed there, killing at least 29 persons.

Crash occurred about 3:42 p.m., EST, and most stations in the New York area broadcast the news as soon as they received wire-service reports. WNJR Newark logged its first bulletin at 4:09 p.m. and had 10 more announcements within the following 50 minutes. NBC radio and ABC radio networks followed with initial reports at 4:15 p.m., while CBS-TV Network led that medium with a 4:14 p.m. spot newscast.

ABC radio had an on-the-scene bulletin at 4:40 p.m. with NBC radio following with news straight from the crash site at 4:45 p.m. CBS-TV Network rushed an uncut film on the air at 7:30 p.m. that evening. NBC showed its first films 15 minutes later, while DuMont had the first eye-witnesses to report by video in front of the cameras at 8 p.m.

NBC radio's mobile transmitting crew, headed by Newsman Jack Gerber, sent back its first report at 4:15 p.m. and followed with on-the-scene bulletins at 4:45, 5, 5:30, 5:45, and 6 p.m., when a full eye-witness account was broadcast. NBC reported its coverage as first to confirm that former Secretary of War Robert Patterson was among the victims.

NBC-TV unit, sent from its garage immediately upon word of the tragedy, could not get its high-frequency signal back to the Empire State Bldg. transmitter, but the television network showed a complete film on *Eleventh Hour News* over WNBT (TV) New York at 11 p. m., with Don Goddard interviewing the Elizabeth Police Chief, Civil Defense workers, firemen, and citizens who helped evacuate residents from burning houses, where the American Airlines plane had crashed.

CBS Radio coverage, which was handled on-the-scene by Abraham Weston, who arrived in Elizabeth in time to tape record his account while wreckage and debris were still burning, was carried on the 4:55 p.m. news show and followed up more completely on an 11 p.m. broadcast. Regular CBS Newscasters Allan Jackson, Lowell Thomas, and Ed Murrow broadcast reports in that order.

CBS Television Network, after its 4:14 p.m. first report, carried uncut film report, minus sound, at 7:30 p.m. over *Don Edwards and The News*. Film with sound and live interviews of participating fireman was telecast at 11 p.m. by Allan Jackson on WCBS-TV New York only. The network gave a complete crash story Wednesday, with sound film and on-the-street reactions of Elizabeth citizens who were then banding to have the Newark Airport moved to a less crowded area.

ABC radio mobile news unit arrived on the scene within an hour after the crash so that first bulletin presenting available facts from the scene was broadcast at 4:15 p.m., followed by fuller on-site reports at 4:40 and 5 p.m. William Whitehouse, manager of radio special events, Commentator Julian Anthony, Reporter Jules Bergman and three engineers were required to operate the unit's speech and recording facilities. First eye-witness stories were reported on *Headline Edition* from 7:05-7:15 p.m., including reports from Joanne Hiz, teen-age witness, and Warren Wayson, Elizabeth Police Chief.

ABC-TV Newsman John Daly reported to viewers at 7 p.m. and facilities of United Press-Movietone News Services were incorporated into an 11 p.m. telecast via WJZ-TV New York to show the floodlit wreckage of the plane and dwellings and the efforts of disaster crews.

Showings Repeated

DuMont network telecast motion pictures and stills on a special newscast at 7:30 p.m.—repeated at 11 p.m.—and had two eyewitness descriptions at 8 p.m. DuMont Producer Ted Hammerstein and a cameraman were assigned to the accident scene.

MBS taped an immediate eyewitness report from WOR New York Engineer John Cook and his son, both of whom saw the accident which occurred a few blocks from their home, and recorded fuller explanations an hour and a half later for broadcast on a regular 7:45 p.m. news show. Local New York report was aired by WOR at 6 p.m., and the network was cut in after initial bulletins had been read.

WNJR Newark sent its mobile unit to the crash scene with News Editor Tom Costigan, Engineers Hy Rubin and Will Peigelbeck, and Newsman Art Hedges for almost continuous reports that evening. First on-scene reports were at 5:42 p.m., with full roundup at 6:15 p.m., and further bulletins until 7:30 p.m. when a half-hour roundup was transmitted. Phone recordings were made by same staff for WBZ Boston and WFPG Atlantic City, and recordings for WFBL Syracuse and WNYC New York.

WNYC New York carried special reports until its FM signoff time at 3 a.m. Wednesday, starting with a telephone-recorded description from the principal of St Mary's High School who saw the crash occur a block away. Sam

(Continued on page 38)

FRANK
EDWARDS

Newest Member
of the "BIG THREE"

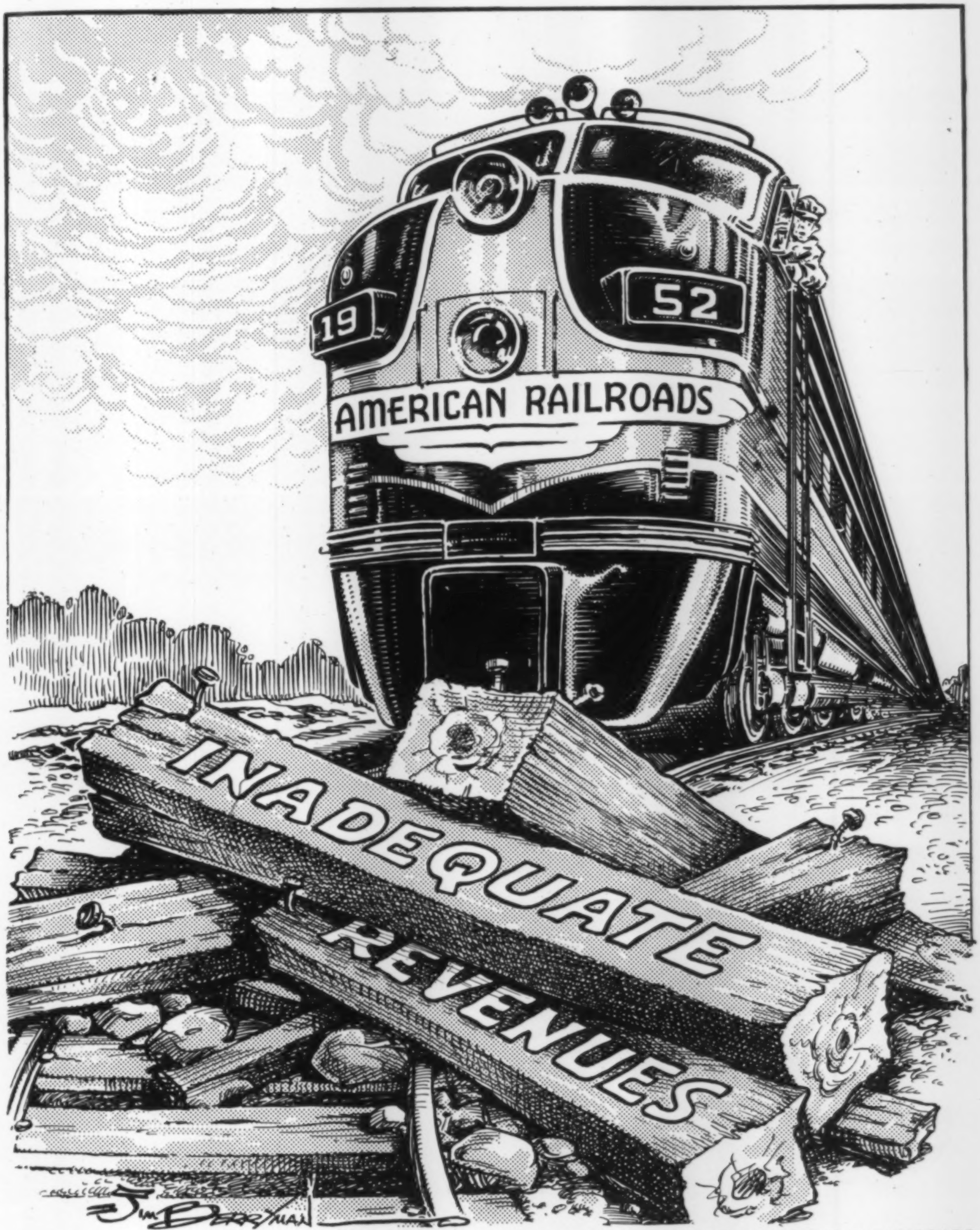
THANKS to the Motion Picture Daily Sixteenth Annual Poll... to the hundreds of radio-television and movie editors... who selected Edward Murrow, Lowell Thomas and Frank Edwards as the nation's top three radio newsmen.

Frank Edwards

SPONSORED BY AMERICAN FEDERATION OF LABOR
MUTUAL BROADCASTING SYSTEM

Monday through Friday, 10 PM EST

CLEAR THE TRACK!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52
AMERICAN RAILROADS
INADEQUATE
REVENUES
Jim Berryman

for the ASSOCIATION OF AMERICAN RAILROADS

WBIG STRIKE

Employes Walk Out Jan. 22

WBIG Greensboro, N. C., struck without warning by NABET at 10 a.m. last Tuesday, was back on the air at 5:01 p.m. the following day after recruiting a new staff of operators, engineers and announcers.

Gilbert M. Hutchison, president and general manager, and Mortimer H. Freeman, Atlanta attorney, reported that the strike developed in the midst of negotiations with NABET after the station had refused to permit automatic renewal of an old contract requiring retention of five control board men when programs were monitored at the transmitter.

Substantial agreement had been reached on increases for announcers and operators from $70 to $80.13 per week with the station insisting upon the layoff of the five control men, with NABET "combination" men to be used in the studio.

Assurances had been given, it was said, that there would be no strike when negotiations had concluded on Friday, Jan. 18. On Jan. 22, 14 announcers, operators and technical men walked out. The station immediately hired replacements and notified the union that unless the employes promptly returned, permanent replacements would be retained.

Mr. Freeman, a former NLRB attorney, represents a number of radio and television stations in the South on labor matters.

Patent Rule Date

TIME for filing comments on the FCC's proposed rule requiring the filing of annual patent reports [B•T, Jan. 14, 7] was extended for the second time last week, from Jan. 31 to Feb. 21. Commission's proposals have aroused a storm of opposition, mainly from members of the National Patent Council.

Plane Crash

(Continued from page 36)

station also carried eye-witness report by telephone recording from Bob Everett, newscaster for WPOE Elizabeth and reporter of the *Elizabeth Daily Journal*, when it cancelled its usual 6:30 p.m. musical program.

WHLI Hempstead, Long Island, gave attention to the New Jersey air accident Wednesday and Thursday when it broadcast editorials advocating that Mitchell Air Base be moved farther out on Long Island, to the site of Suffolk Air Base.

WTTM Trenton's Bob Fulmer, staff announcer, contacted an Elizabeth resident to record his eyewitness account by telephone and, within an hour after the accident, also transcribed the account of the crash as delivered by Mr. Everett of WPOE. WTTM gave listeners a full report on its regular 6 p.m. newscast.

WILLIAM K. BRUSMAN (l), WHK Cleveland account executive, shakes hands with Dick Klein of J. A. Plain Co., distributor of Golden Mix griddle cake and waffle mix. The Plain Co. has contracted for Mon.-Fri. 8:05-8:30 a.m. *Bill Gordon Morning Show* on WHK.

WILD LIKE WJLD?

Latter Files Protest

WHAT price similarity of call letters WILD and WJLD—if they're in the same market?

Petition requesting that the FCC rescind grant of the call letters WILD which it gave to WTNB Birmingham, Ala., has been filed by WJLD Bessemer, Ala. The Bessemer station, located less than 12 miles from WTNB, fears that the similarity in calls will be "confusing to the public, to advertisers, and detrimental to WJLD."

Conflict between the stations apparently dates back six years. In 1946 WJLD filed for 850 kc with 5 kw day and 1 kw night, and shortly afterward WTNB also filed for those facilities. After five years WJLD abandoned its application and the 850 kc grant was awarded WTNB. For a few years WJLD was a MBS affiliate, but after WTNB came on the air in 1946 it got that network. WJLD is now independent.

WJLD said that when it learned WTNB was going to change call letters, it appealed to the president of WTNB to choose some other call, but he refused to comply.

WJLD is on 1400 kc with 250 w fulltime. WTNB is now on 1490 kc with 250 w fulltime, but expects to be on 850 kc within a few weeks when it plans to change its call to WILD.

MENEFEE CASE

Ruling Would Rescind

INITIAL DECISION released last week by FCC Presiding Commissioner George E. Sterling proposes that the Commission's order of May 21, 1951, revoking the amateur operator and station licenses of Henry W. Menefee, be rescinded.

Mr. Menefee was cited by the FCC last year for his part in building and operating an illegally-operated television station, which rebroadcast programs of KPRC-TV Houston in order to promote the sale of television sets in Madisonville, Texas.

Comr. Sterling found that Mr. Menefee did admit participating in the venture, but that he thought the station was licensed.

The unlicensed TV station was built under the direction of Hershel Roberts, who was a partner in a radio appliance store in Madisonville. It rebroadcast KPRC-TV's programs on Channel 2, and was equipped with a time clock which automatically activated the station at 3 p.m. and turned it off at midnight.

Comr. Sterling concluded that because of the good character of Mr. Menefee, his Navy service and his former record, the "ends of justice would not be further met by . . . suspension of his amateur license."

WBBM Chicago set another long-distance record Jan. 17 when it received the following wire: "Reception fine off Panama. Please play Lili Marlene."

NEWSCASTER Norman Newbitt (l) talks over his new 52-week, six weekly 6-6:15 p.m. newscast on KMPC Hollywood with Charles H. Cowling (c) KMPC national sales manager, and Fred Murray, Southern California general manager for Cadillac, his new sponsor.

upcoming

Jan. 27-31: U. S. National Commission for UNESCO, third national conference, Hunter College, New York.

Jan. 28-29: BMI Program Clinic, Waldorf-Astoria Hotel, New York.

Jan. 30: Senate Interstate & Foreign Commerce Committee hearing begins on S 2444 to prohibit distilled spirits (hard liquor) advertising on airwaves, 10 a.m., Caucus Room, Senate Office Bldg., Washington.

Feb. 4: Maritime Broadcasters Assn. meeting, Fort Cumberland Hotel, Amherst, Nova Scotia.

Feb. 8: NPA-Industry Color TV Conference, 10 a.m., new GAO Bldg., Washington.

Feb. 9: N. Y. State Chapter, American Women in Radio & Television, all-day conference, Astor Hotel, New York.

Feb. 10-12: District I, Advertising Federation of America, Hotel Kimball, Springfield, Mass.

Feb. 11-15: NARTB Radio and TV Boards, Lost Valley Ranch, San Antonio, Tex.

Feb. 11: British Columbia Assn. of Broadcasters meeting, Hotel Vancouver, Vancouver, B. C.

Feb. 15-16: WAAM (TV) Baltimore second annual regional television seminar, Baltimore.

WQAN REQUEST

Examiner Would Grant

REVERSING his previous initial decision, FCC Hearing Examiner Hugh B. Hutchison last week proposed granting the request of WQAN Scranton to change from 630 kc with 500 w daytime to 1450 kc with 250 w fulltime.

Original initial decision proposing to deny the *Scranton Times'* station was remanded back to the examiner on petition by WQAN [B•T, Nov. 12, Oct. 1, 1951]. The station alleged, and the Commission agreed, that the examiner's first decision had been based on error—in that WSCR Scranton was considered not to be network affiliated when in fact it had become an NBC affiliate.

Hearing was ordered because two other applicants were applying for the same facilities, but they withdrew their applications when the hearings began in February 1951.

Prize Winner Sues

SUIT asking $3,500 damages was filed Thursday in U. S. District Court (D. C.) against NBC and Inga Rundvoid, TV commentator, by Mrs. Betty Lou Summers, of Washington. According to Carl L. Shipley, her attorney, Mrs. Summers was disappointed in prizes awarded in a TV contest. The suit contends a "mink stole" was worth only $25 and a free trip to Bermuda is off-season and the winner would have to bear part of the expense. The prizes were represented on *Inga's Angle*, carried by WNBW (TV) Washington, as being worth from $4,000 to $5,000, it is contended. Mrs. Summers claims she bought 20,000 post cards and has 16,000 out of 36,000 votes cast.

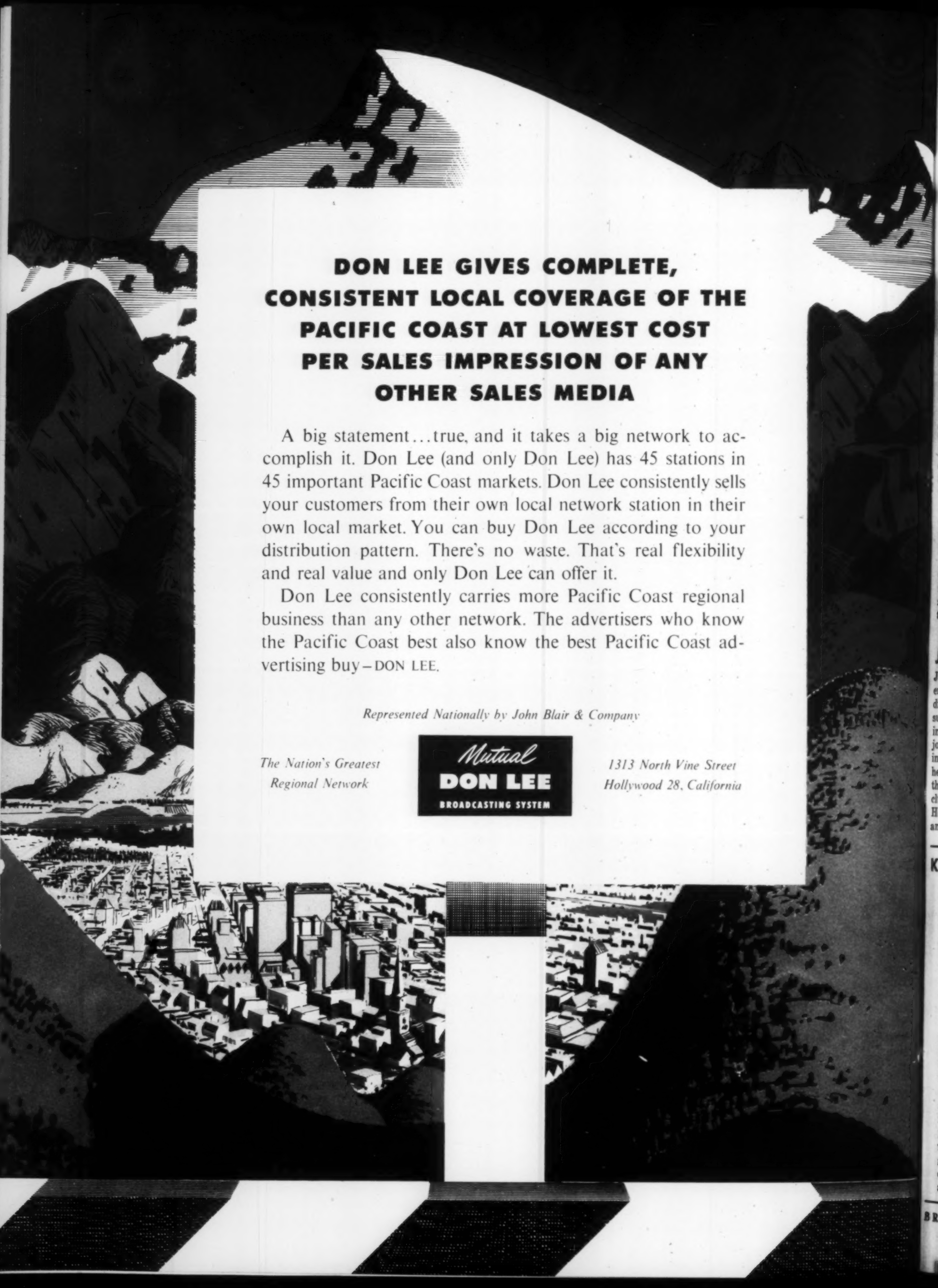
Don Lee radio audiences are BIGGER* than ever

Daytime audience 14.5% bigger

Evening audience 18.5% bigger

...and current network rates are LOWER than they were in 1949!

** Pacific Nielsen Ratings, Full network average audience, Monday thru Friday, January thru September 1949 vs. January thru Sept. 1951*



DON LEE GIVES COMPLETE, CONSISTENT LOCAL COVERAGE OF THE PACIFIC COAST AT LOWEST COST PER SALES IMPRESSION OF ANY OTHER SALES MEDIA

A big statement...true, and it takes a big network to accomplish it. Don Lee (and only Don Lee) has 45 stations in 45 important Pacific Coast markets. Don Lee consistently sells your customers from their own local network station in their own local market. You can buy Don Lee according to your distribution pattern. There's no waste. That's real flexibility and real value and only Don Lee can offer it.

Don Lee consistently carries more Pacific Coast regional business than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast advertising buy—DON LEE.

Represented Nationally by John Blair & Company

The Nation's Greatest
Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

1313 North Vine Street
Hollywood 28, California

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VOA PROJECTS

Related by 'Satevepost'

A REPORT on development of projects which will help broaden reception of the Voice of America behind the Iron Curtain is given in the current (Jan. 26) issue of the *Saturday Evening Post*. They are discussed by Richard Thruelsen in an article, "The Hole in the Iron Curtain."

The author describes the partial success of the Russians in throttling U. S. broadcasts by countermeasures—viz., jamming the airwaves with static, removing shortwave bands from sets under repair and use of a device to control selection of all programs received in a particular area.

Despite these measures, he writes, "chinks in the wall of silence" being built by the Soviets may be pierced by a combination of three projects—Vagabond, Ring and Baker. Vagabond is the name of the project providing for relay of programs by means of a vessel-borne transmitter [B•T, Jan. 21; Dec. 31, 1951]. History may be changed by them "if words and ideas can ever parry the sword," the article says.

Baker is described as a broadcasting outlet 4,000 times more powerful than any U. S. domestic transmitter, with capacity for penetrating the polar area. Ring consists of a network of 14 short, medium and long wave stations spotted around the periphery of the Soviet land mass.

John H. Heake Jr.

JOHN H. HEAKE Jr., 33, staff engineer with WIP Philadelphia, died Jan. 14 as a result of injuries suffered in an automobile accident in Camden, N. J. Mr. Heake joined the WIP engineering staff in 1940. During World War II, he served as a staff sergeant with the Signal Corps. Survivors include his wife, Mrs. Martha E. Heake, and two sons, James, 7, and Jon, 3.

KWRC Aids Search

KWRC Pendleton, Ore., through frequent broadcasting of appeals for clues to a missing plane, greatly assisted in locating an aircraft which had crashed in nearby mountains. Maj. Leonard H. Burgess, U. S. Air Force, wrote Ted A. Smith, KWRC station manager: "It is indeed a pleasure to express the gratitude of this organization to the entire staff of KWRC for its heartfelt services to the public in the successful prosecution of the search. Your frequent appeals for search volunteers and your impartiality in recognizing each organization engaged in the search were exemplary of the highest standards of radio broadcasting."

CBS
GENE AUTRY
12th Anniversary CBS Radio.

WHO'S THAT?—might be what Gene Autry's pointing finger signifies. Birthday cake, held by Bill Burch (l), producer-director of CBS Radio *Gene Autry Show*, and Guy della Cioppa, vice president in charge CBS Radio Network programs, was presented cowboy singing star on occasion of his 12th year on network.

DRAMA LEADS ON RADIO, TV

Executive Radio-TV Service Survey Reports

DRAMATIC shows lead all other types on both network radio and television networks, according to a program-type survey released last week by Executive Radio-TV Service, Larchmont, N. Y. The survey also found food and food product firms sponsor the greatest number of offerings in both media.

Television schedules include 68 programs in the drama category, and radio, 60. Classification is broken down into: Mystery and detective dramas, 26 on video, 19 on radio; situation comedies, 11 on TV, 13 on radio; and juvenile and western dramas, 10 on TV, 13 on radio. Serials are listed separately in the survey and total 7 on TV and 33 on radio.

No major changes in programming within the last three months are indicated by the study, although straight variety shows on TV have decreased from 19 programs in October to 14 currently on the air, while dramatic plays on video have increased from 18 to 21.

Sponsorship totals indicate 163 sponsors on video with 167 programs on the air, while radio has 124 sponsors for 200 programs. Results pointed up trend toward multiple sponsorship on single programs for video and common radio practice of one sponsor's backing several programs simultaneously. Home furnishings and appliance firms sponsor the second greatest number of programs, the report said.

TRIBUTE TO RADIO

Vandenberg Lauds Medium

GEN. Hoyt S. Vandenberg, chief of staff, U. S. Air Force, paid tribute to radio yesterday (Sunday) in celebrating the fourth anniversary of the *Air Force Hour*, heard over MBS.

Gen. Vandenberg said: "The Air Force is grateful to the Mutual Broadcasting System and to the hundreds of local stations who have cooperated as a public service to make this program possible. In extending to you my personal thanks, I am sure also that I only echo the gratitude of the airmen who have heard the program at their distant stations, of the mothers who have listened to the sons' voices from Korean airstrips, and of the general public which has been able to learn in this manner what the Air Force is doing to protect them."

Salary Questions

EMPLOYERS seeking general information on salary questions may receive assistance from field offices of the Labor Dept. Wage & Hour Division under arrangements completed and announced by the Office of Salary Stabilization last week. Employers may obtain advice and data from any one of a network of 80 wage and hour offices until OSS sets up proposed field offices within the next few weeks. Official rulings will be made available only through the salary stabilization office, however.

Radio Adv. Course

A 10-WEEK course, "Making the Most of Your Radio Advertising Budget," is being offered by the Savannah Vocational School, 214 W. Bay St., Savannah, Ga. Course instructor is Larry Shields, announcer at WFRP Savannah.

BURNETT EXPANDS

Takes ex-WAIT Space

BROADCAST personnel of Leo Burnett Co., Chicago, which bills $12 million yearly in radio-TV, will soon move into additional quarters at 360 N. Michigan Ave. Second-floor space formerly occupied by WAIT will include radio-TV executive offices, audition facilities, studios for editing and taping recordings and viewing and editing films and kinescopes.

One viewing room will have a seating capacity for 70 persons, according to William L. Weddell, vice president in charge of broadcasting. Part of the expansion program at headquarters also will be carried out in Los Angeles and New York branch offices, he said. In New York, the company will take over the fifth floor at 743 Fifth Ave., moving from 677 Fifth Avenue.

Burnett has eight television network clients and seven radio accounts, with broadcast billings approximating 40% of the total income. Network clients include Bauer & Black, Brown Shoe Co., Durkee Famous Foods, Green Giant Co., Kellogg Co., Mars Inc., Pillsbury Mills, Pure Oil Co. and Club Aluminum Products.

KROD ELECTION

Roderick Sr. Is Chairman

ELECTION of KROD El Paso President Dorrance D. Roderick as chairman of the board, the promotion of Vice President and General Manager Val Lawrence to succeed Mr. Roderick as president, and the naming of Bruce Barnard as vice president and a director were announced last week.

Mr. Roderick is also president of KAVE Carlsbad, N. M., and general manager of the Southwest Network, a regional group which is identified with the Roderick Broadcasting Corp., KROD licensee.

Other officers and directors of Roderick Broadcasting Corp. were reelected as follows: Dorrance D. Roderick Jr., treasurer; K. B. Clark, secretary, and T. E. Roderick, a director. The elections were held Jan. 14.

Media Men Elect

MEDIA MEN'S Assn. of New York met last Wednesday at Hotel Shelton to install newly-elected officers: Murray C. Thomas, Dancer-Fitzgerald-Sample, president; Peter Marron, Warwick & Legler, first vice president; James D. Daley Jr., Owen & Chappell, second vice president; Anthony Machiedo, G. M. Basford Co., secretary; Max Tendrich, Weiss & Geller, treasurer, and George H. Schiesser, Erwin, Wasey & Co., sergeant-at-arms. Elected to board of directors were: Gus Rundbaken, Rose-Martin Inc.; Robert Sill, Albert J. Silberstein-Bert Goldsmith Inc., and David J. Wasko, Donahue & Coe.

NPA APPROVALS

Two of Radio-TV Cases Granted

COMMUNITY TV antenna projects figured heavily in decisions handed down by the National Production Authority on applications for building materials.

In a supplemental list of grants and denials covering 1952 first-quarter allotments, the production agency gave its approval to one such project and rejected another.

NPA previously had released decisions covering over $13 million worth of radio-TV construction for the first quarter of this year [B•T, Dec. 24, 1951].

Receiving NPA approval last week was Eastern Pennsylvania Relay Stations Inc., Shamokin, Pa., for a TV antenna system on the eastern seaboard. The estimated cost of the project was $73,000.

Another project—that of TV Antenna System Inc.—was denied by the agency, with no amount specified. Cities mentioned for the proposed service are New Philadelphia, Dover, Midvale, Uhrichsville and Dennison—all in Ohio.

In other actions, application of Blue Ridge Television Inc., Asheville, N. C., was turned down. Estimated cost of "TV antenna" project was $25,000. The nature of the construction was not known. FCC records show no trace of a bid for a TV station in Asheville under that name.

Another "curiosity" also arose in the case involving Local 1408 of the United Steelworkers (CIO) at McKeesport, Pa. NPA allotted the union local materials for a "union hall and radio broadcast station" with construction valued at $66,805.

Again, FCC reports no records of bids for either an AM or FM outlet in that city under the union's name. Nor are there any existing facilities licensed to the CIO local there.

FCC has taken no concrete action on community TV, which is designed to feed programs through master antenna pickups to beyond-fringe areas as a means of extending TV coverage.

The greatest concentration of installations thus far seems to be in Pennsylvania, though plans are underway for similar projects in other states, among them Utah, Idaho, Oregon, Washington, New York, Ohio and some southern states. The Pennsylvania setup would pick up programs from Philadelphia.

These radio-TV actions were contained in a list reflecting a percentage denial of 73.4% of over 500 applications because of materials shortages. Some of the rejections covered projects "virtually" complete where the applicant may have to apply again for copper or aluminum to finish construction. These applicants are assured of eventually completing their building.

In the cases of Eastern Pennsylvania Relay Stations Inc. and CIO Steelworkers Local 1408, NPA indicated construction was at least 20% completed. Until defense program needs are met, prospect for new industrial (broadcasting) and commercial construction remain virtually nil where NPA authorization is needed.

NPA also has ruled that delivery of controlled materials delayed from a previous quarter would not have to be charged against allotments for a current quarter.

The agency still is weighing a plan whereby applicants would be given permission to build in the future without NPA being required to issue actual allocations at the time of authorization.

REPORTING 'OSCARS'

Media Newsmen Honored

FOR EXCELLENCE in reporting federal employes' news, the AFL American Federation of Government Employes awarded "Oscars" to news reporters "who have done most to strengthen the American civil service system." The awards were made on Carl Berger's DuMont Television Network show, *Your Government and Mine*.

Among recipients were Joseph Young, WMAL-AM-FM-TV Washington and the Washington *Evening Star;* Rae Hargreave, Washington correspondent, *Monthly Federal Employee Press*, and author of WOL-AM-FM Washington's government employes newscasts; Frank Edwards, who airs the AFL programs over MBS, and Mr. Berger, who, in addition to his telecasts over DuMont's WTTG (TV) Washington, broadcasts nightly over WWDC-AM-FM there.

Mass Media Seminars

SEMINAR in international broadcasting and a series on "Mass Media and International Relations" will be conducted by Dr. Arno Huth, UN public information department, under auspices of the New School for Social Research, New York, beginning early in February. Other topics slated during the spring semester include radio, television, facsimile, role of communications and influence on foreign policy and public opinion, films and press. UN executive officers and outstanding experts will appear as guest speakers, with sessions to be held Mondays and Wednesdays at Dr. Huth's home.

NET profits of $608,000 for the quarter ending Nov. 30 and of $718,000 for six months ending same date have been reported by the Raytheon Mfg. Co., Waltham, Mass. Officials reported that backlog of government orders has increased to about $17 million.

LACK OF COVERAGE

. . . You can't expect to keep dry with a topless umbrella. Something vital is missing. It's lack of coverage.

The same goes with advertising. If you don't use WGN in Chicago, something vital is missing. Again it's a case of coverage.

You wouldn't go out in the rain with an umbrella without a cover—then don't try to advertise in the Middle West without WGN—the station with the greatest coverage, reaching more homes per week than any other Chicago station.

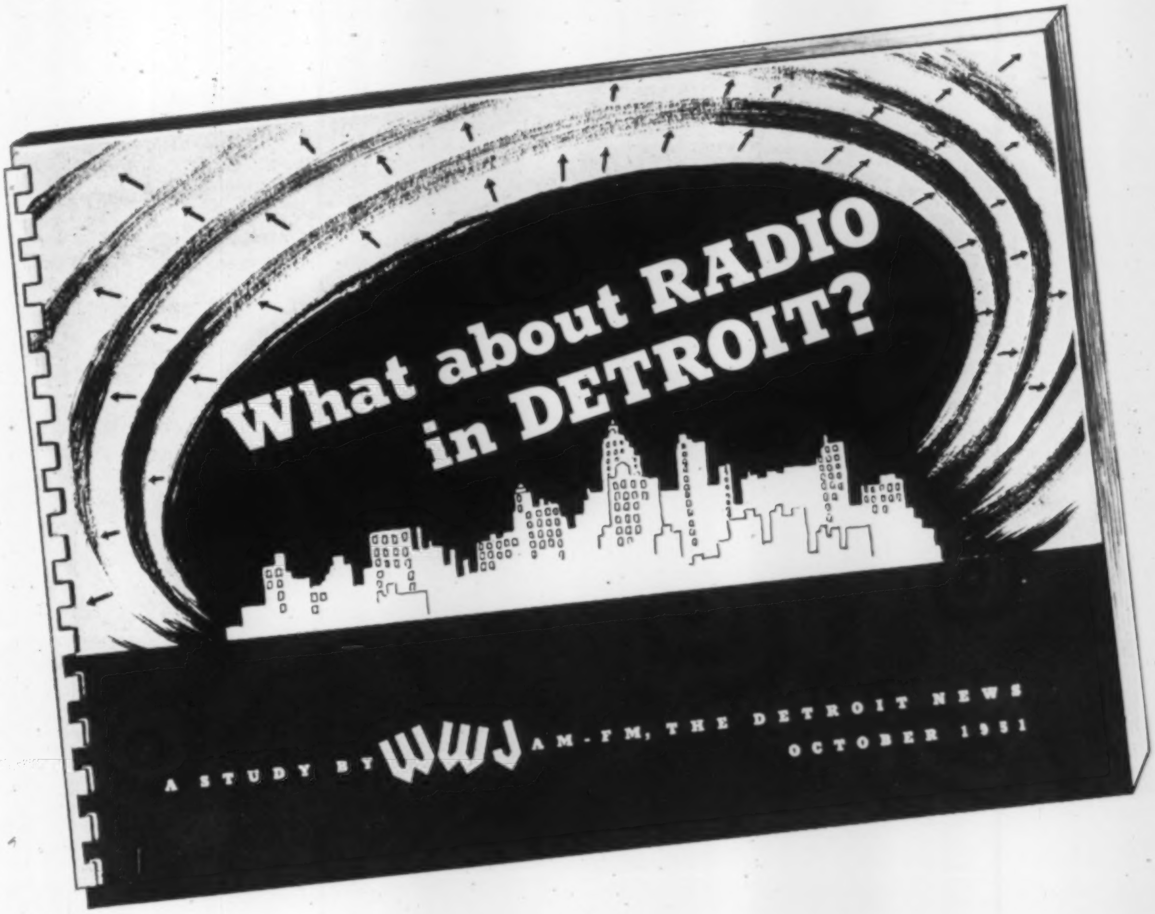
...WGN *is your basic buy*

A Clear Channel Station . . .
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peach Street
Chicago—307 N. Michigan Avenue • San Francisco—400 Montgomery Street


What about RADIO in DETROIT?
A STUDY BY WWJ AM-FM, THE DETROIT NEWS
OCTOBER 1951

- ***What is the radio market reached by radio in Detroit today?***
- ***How far has TV cut into the radio market?***
- ***Has TV hurt the effectiveness of radio advertising?***

Do you want the real facts? Then send for the new study of the Detroit market compiled by WWJ. See factual proof of the continuing irreplaceable importance of radio to do an effective selling job in the Detroit market. See, also, how you can eliminate guesswork in buying radio time in Detroit, when you buy WWJ.

Write WWJ—The Detroit News, Detroit 31 . . . or contact The George P. Hollingbery Company . . . today!

WWJ

Basic **NBC** Affiliate

FIRST IN DETROIT ***Owned and Operated by*** **THE DETROIT NEWS**

National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**

Associate Television Station WWJ-TV

AM — 950 KILOCYCLES — 5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

ELECTRONICS

Military Role Reviewed

REVOLUTIONARY applications of electronics and communications developments were reviewed Jan. 17 before the American Patent Assn. in Washington by Edwin A. Speakman, vice chairman of the Defense Dept.'s Research & Development Board.

Mr. Speakman noted that 40% of the cost of new American planes is tied up in electronic equipment, and that on one large bomber, some 1,200 vacuum tubes are utilized. Certain type aircraft, he said, are described as "flying electronic laboratories."

Because of this wide application of electronics, Mr. Speakman stated, many new problems have arisen, among them the development of "more reliable electron tubes." The program is "most urgent," he added, and industry is offering full support.

Turning to communications, Mr. Speakman said recent developments by the Army Signals Corps make it possible to send "almost 100 voice messages simultaneously over one radio channel or, if needed, several television or radar presentations." The development is specially significant, he said, because of its value in alerting air defense centers of approaching enemy planes.

"For example, it is possible to include certain messages in conventional broadcast signals which can be identified and decoded only after they are recorded and analyzed by special equipment," Mr. Speakman explained.

He demonstrated a signal involving a conventional music broadcast upon which a super-audible frequency (containing the special code) was superimposed. The signal was recorded and played back at a slower rate making the super-audible frequency more audible. This method is now envisioned by the Defense Dept. in current planning with the FCC for participation of broadcast stations in the alert blueprint. It would be used to warn community civil defense officials in the event of imminent air attack.

Leap Year Special

AFTER four years of broadcasting, KPUG Bellingham, Wash., plans to celebrate its first anniversary. KPUG went on the air Feb. 29, 1948, and had to wait until Leap Year rolled around again before lighting a birthday candle. The station, 1 kw on 1170 kc, is an affiliate of the Don Lee Broadcasting System. It is owned by KPUG Inc., of which Jessica L. Longston is president. R. E. Pollock is general manager.

GIFT changes hands—from one broadcaster to another—as Judge John Borgan Davis (l), WIBG Philadelphia, receives congratulations from Benedict Gimbel Jr., president and general manager, WIP Philadelphia. Mr. Davis, vice president, general counsel and stockholder in WIBG, received gift from Philadelphia Radio-Television Broadcasters Assn. as token for election to city's Common Pleas Court No. 4 last fall [B•T, Nov. 19, 1951]. Mr. Davis also is president and principal owner of WALL Middletown, N. Y., and secretary-stockholder of WAEB Allentown, Pa. Mr. Gimbel is president of association.

KSL Sales Record

DESPITE the growth of television there and a network rate cut, KSL Salt Lake City in 1951 enjoyed its best sales year in history, according to Eugene M. Halliday, station manager. KSL radio gross sales outpulled 1950's by over 2%, with national spot sales making the best showing, he announced. The record figure was attributed to volume increase, Mr. Halliday said, noting that KSL's 20% daytime rate hike was virtually nullified because of station's protective policy on active accounts. Previous best year was 1950, with March 1951 as the best month, Mr. Halliday said. KSL is a CBS Radio affiliate. Growth of TV is represented by two video outlets—KSL-TV and KDYL-TV.

Bombay Exhibit Delayed

INTERNATIONAL Radio and Electronics Exhibition, originally slated to be held next month, has been postponed until November, it was announced last week by Fateh Manzil, Opera House, Bombay, India.

WNJR Newark, N. J., is recording a series of 10 minute state news roundups to be shortwaved to U. S. military installations by Armed Forces Radio Service. Programs, narrated by Tom Costigan, station's news editor, are beamed to Europe, the Caribbean, Panama, Canal Zone, Greenland and Iceland.

milestones . . .

► *Lone Ranger* this month begins its 20th year on radio. This program was first heard over a small group of Michigan stations. Currently, it's on 224 ABC network as well as many television outlets via film. George W. Trendle, creator of the *Lone Ranger*, is president of Trendle Campbell Enterprises, which directs the numerous *Lone Ranger* projects.

► Floyd H. Bowman, mail department supervisor, WOR New York, this month celebrated his 25th year with that station. Mr. Bowman was presented an inscribed gold watch and a 25-year service pin by Theodore C. Streibert, president of WOR-AM-TV.

► Westinghouse School Service weekly radio feature, *Adventures in Research*, completes its 10th year on the air this month. Originally on KDKA Pittsburgh, the program now is heard on 243 commercial and educational stations, 64 AFRS stations, and 78 member stations of the Inter-Collegiate Broadcasting System. *Adventures in Research* is directed by Harry Gail, of Westinghouse School Service, and produced by Lionel Poulton, of KDKA's production department. The show is transcribed by KDKA's Recording Service.

► Sterling V. Couch, traffic manager, WDRC Hartford, is observing his 24th anniversary at that station.

► Ray Clancy, WMFJ Daytona Beach, Fla., has completed 15 years as manager of that station.

► WCAR Pontiac, Mich., aired its 500th program of *Pontiac High School Radio Workshop* today (Monday). A special production, The First Five Hundred, detailed the growth and development of the *Workshop.* City of Pontiac proclaimed today as "Pontiac High School Radio Workshop Day." Additional tributes came from educators and civic leaders.

► Art Linkletter, m.c. of CBS Radio *House Party*, began eighth year on air Jan. 15. For seven of those years, *House Party* has been a CBS Radio feature. John Guedel, show originator, is producer.

► CBS Radio daily quarter-hour drama, *Aunt Jenny*, celebrated its 15th year on that network Jan. 18.

► WFIL Philadelphia's weekly drama series, *Within Our Gates*, marked its seventh anniversary Jan. 6. Presented by WFIL in cooperation with the Philadelphia Fellowship Commission, the program has been on the air for 364 consecutive weeks.

LENNARTSON NAMED

Takes Commerce Dept. Post

APPOINTMENT of Nils A. Lennartson, Air Force public relations officer and former newspaperman, as director of public information for the Dept. of Commerce was announced by Secretary Charles W. Sawyer last Monday. The post is newly created.

Mr. Lennartson's appointment is effective Feb. 1. He has been serving as special assistant to Secretary Thomas K. Finletter of the Air Force and as deputy director of AF public relations. He will represent the Commerce Dept. in activities involving the National Production Authority, Bureau of Standards, CAA and other bureaus.

Mr. Lennartson was associated with the Guy Gannett newspaper chain from 1936 to 1942. Before joining the Air Force in July 1948, he was assistant publicity manager of the Maine Central Railroad and assistant public relations director for the U. S. Steel Corp.

No Price Control

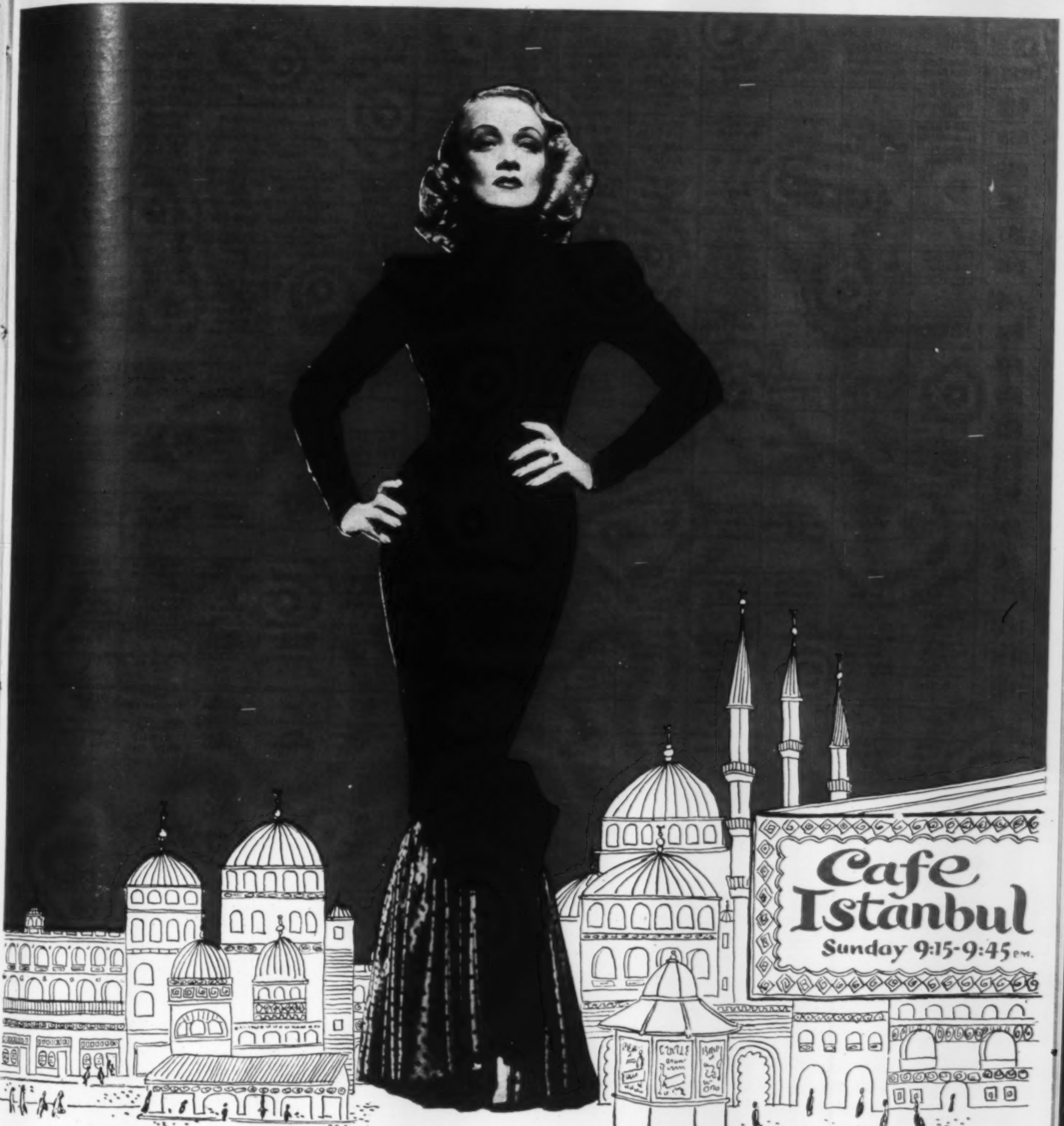
DISPLAY advertising in public modes of transportation are exempt from price controls, placing it in the same category with broadcasting stations and other media, under a ruling handed down by government price stabilization officials Jan. 17. The Office of Price Stabilization explained the action is consistent with exemption provided for advertising rates charged by radio or television and other media. Charges for services performed by ad agencies also are excluded from price regulations.

Classroom Studios

NATIONAL weekly magazine, *Scholastic Teacher*, in current issue emphasizes value of adequate acoustics in an article entitled "Your Own Radio Studio—Hints on How to Make One." The article, written by William J. Temple, Brooklyn College, New York, also tells how to improvise when trying to turn a classroom into a broadcasting studio. Among other advice Mr. Temple gives is to get expert opinion—make friends with technicians at your local radio station.

Phillies Buy Spots

PHILADELPHIA Phillies, through a radio spot schedule, are trying to run up the score of advance sales for reserved and box seats to baseball games during the upcoming season. Choice locations for 14 night games are held up as lure. Handling all advertising for the Phillies is Weightman Inc., Philadelphia agency. Newspapers and direct mail also are being used.



A FAMOUS FIGURE now stars on ABC At long last, ABC brings radio and Marlene Dietrich together—and what a combination! Dietrich . . . one of the world's most glamorous women . . . a name that means box office in movie houses and theatres on three continents . . . now steps from her stage and screen triumphs into a radio role tailor-made for her sultry talents. Sunday evenings at 9:15, E. S. T., La Dietrich becomes Mlle. Madou—owner-chanteuse of the "Cafe Istanbul." It's a shadowy rendezvous of spies and diplomats . . . where murderers trade secrets . . . and excitement is "on the house." Great entertainment? There's nothing like it on radio! *But that's just the half of it.* For the whole story . . . the part where *you* come in . . . see the back of this insert!

ABC Radio

American Broadcasting Company

America is
SOLD
on ABC

COMPARATIVE NETWORK SHOWSHEET

EVE

	SUNDAY				MONDAY				TUESDAY				WEDN	
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS
6:00 PM	Carter Prods. Drew Pearson (127)	Pearson Pharm My Friend Irma (191)	Quaker Gabby Hayes Show	Texas Rangers Joel McCrea *MM (see footnote)	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro.Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life In Allan Jackso (26)
6:15	Seeman Bros. Mon. Headlines (268) R	"	"	"	"	You and the World S	"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	"	You and the World S
6:30	CBC Winnipeg Concert (alt.) CBC Vancouver	C-P-P Dental & Shave Creams Our Miss Brooks	Nick Carter	Reynolds Metals The Big Show (175)	"	No Service	"	No Network Service	"	No Service	"	No Network Service	"	No Service
6:45	Symphony "	(192) "	(6:55-7) State Farm Ins. C. Brown	"	"	P&G Ivory Lowell Thomas (105)	"	Sun Oil Co. 3-Star Extra (34)	"	P&G Ivory Lowell Thomas (105)	"	Sun Oil Co. 3-Star Extra (33)	"	P&G—Ivory Lowell Thoma (105)
7:00	"	Amer. Tob. Co. Jack Benny (198) R	Affairs of Peter Salem	The Big Show OT	Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (124) R	Co-op Fulton Lewis Jr. (349)	Pure Oil Co. News Time (33)	Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (124) R	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (29)	Co-op Headline Edition	P&G Oxyd. La Dreft—Beula (124) R
7:15	"	"	"	"	Co-op Elmer Davis	P&G Tide Jack Smith Show (152) R	Dinner Date S	No Network Service	Co-op Elmer Davis	P&G Tide Jack Smith Show (152) R	Dinner Date	No Network Service	Co-op Elmer Davis	P&G Tide Jack Smith Sh (152) R
7:30	The Great Adventure S	Rexall Amos 'n' Andy (192)	Little Symphonies	" *OT	General Mills Lone Ranger (153) R	Campbell Soup Club 15 (165) R	Amer. School & Beltone alt. wks. Gabriel Heatter	Miles Labs News of World (162)	General Mills Silver Eagle (137)	Peggy Lee Show S	Cuna, Mutual Ins. Gabriel Heatter	Miles Labs. News of World (162)	General Mills Lone Ranger (153)	Campbell So Club 15 (165) R
7:45	"	"	"	"	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (159) H R	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (160) H R	(See footnote)	Am. Oil-Hamm Ed. R. Murro (100)
8:00	Stop the Music S	Coca-Cola Charlie McCarthy Show (201)	This Is Free Europe	RCA Harris & Faye (180)	General Motors Henry Taylor (159)	Elec. Auto-Lite Suspense (185)	Woman of the Year	AA of RR's Railroad Hour (181)	Newstand Theatre S	Mars People Are Funny (176)	The Black Museum	duPont Cavalcade of America (182)	Sterling Drug Mystery Theatre (288)	Lever-Lifebu Big Town (151) R
8:15	"	"	"	"	World Wide Flashes S	"	"	"	"	"	"	"	"	"
8:30	American Chicle Stop the Music (229)	Philip Morris Playh. on Bwy. (187)	Enchanted Hour	U. S. Steel Theatre Guild on the Air (177)	The Big Hand S	Lever-Lipton Godfrey Talent Scouts (165) R	(Co-op) Crime Does Not Pay	Firestone Voice of Firestone (142)	Met Auditions of the Air S	C-P-P Shampoo & Shave Cream Mr. & Mrs. North	(Co-op) Story of Doctor Kildare	Lewis-Howe Co. Tums Hollywood Theatre (169)	American Chicle The Top Guy (213)	Chesebrou Dr. Christia (182) R
8:45	Lorillard Stop the Music (197)	"	"	"	"	"	"	"	"	(193) R "	"	"	"	"
9:00	Warner-Hudnut Walter Winchell (287)	Electric Cos. Corliss Archer (177)	Opera Concert	"	Paul Whiteman Teen Club S	Lever—Lux Lux Radio Theatre (180)	Crime Fighters	Bell Telephone Telephone Hour (176) R	Co-op Town Meeting	Wm Wrigley Life of Luigi (186)	Official Detective	Liggett & Myers Chesterfield Bob Hope (176)	Co-op Rogue's Gallery	Norge Red Skelto (54)
9:15	Cafe Istanbul Dietrich S	(alt. wks.) "	"	"	"	"	"	"	"	"	"	"	"	"
9:30	"	Meet Millie	Sterling John J. Anthony Hour	The $64 Question S	"	"	Co-op War Front—Home Front	Cities Service Band of America (103) N	"	Sterling Drug Pursuit (151)	Mysterious Traveler	Pet Milk Fibber McGee & Molly (158)	Co-op Mr. President	Liggett & My Bing Crosb (198)
9:45	The Three Suns S	"	"	"	"	"	"	"	Chr. S. Publ. Co. Chr. S. Monitor Views News (15)	"	"	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	(10-10:05) Bob Trout	Okla. City Symphony	Tin Pan Valley S	News of Tomorrow S	R. J. Reynolds Bob Hawk Show (179)	A. F. of L. Frank Edwards (135)	Coca-Cola Mario Lanza Show (188)	News of Tomorrow S	The Line-up	A. F. of L. Frank Edwards (28)	Philip Morris Playhouse on Bwy. (137)	News of Tomorrow S	Pabst Blu Ribbon Bou (170)
10:15	Gloria Parker Show S	(10:05-30) The People Act	"	"	Dream Harbor S	"	Co-op I Love A Mystery	Life (111) Montgomery (10:30-10:35)	Dream Harbor S	"	Co-op I Love A Mystery	Life (111) Montgomery (10:30-10:35)	Dream Harbor S	"
10:30	Co-op George Sokolsky	Longines-Wittnauer Cheraliers (156)	"	Eileen Christy & Company S	Time For Defense	Phillips Petro Rex Allen Show (68)	Chavez & His Orchestra	Dangerous Assignment (MM)	United—or Not? S	Robert Q's Waxworks	Dance Orchestra	The Man Called "X" S	Latin Quarter Orchestra S	"
10:45	Dr. Gino S	"	"	"	"	Robert Q. Waxworks	"	(10:35-11) "	"	"	"	(10:35-11) "	"	"
11:00	News S	News	News	News from NBC	"	News	Co-op Baukhage Talking	News from NBC	Band S	News	Co-op Baukhage Talking	News from NBC	Band S	News
11:15 PM	Thoughts In Passing S	Thinking Out Loud (11:15-25)	Music	Clifton Utley	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra

DAY

	SUNDAY				MONDAY - FRIDAY				SATURDAY			
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty	General Foods Breakfast Club (266)	Co-op News	Co-op Robt. Hurleigh	No Network Service	Co-op No School Today	Co-op News	Network Opens 10 a.m.	Howdy-Doody (8:30-9:30) (MM)
9:15	"	News S	"	We Hold These Truths	Swift & Co. Breakfast Club (290) R	No Service	(Co-op) Tell Your Neighbor	"	" S	No Service	"	"
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books	"	"	Harmony Rangers	"	"	"	"	Brown Shoe (126) Smilin' Ed McConnell
9:45	"	"	"	Hudson Coal D&H Miners Spl. (14)	Philco Corp Breakfast Club (289)	"	"	"	"	Ferry-Morse Garden Gate (193) R	"	"
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S	Sterling Drug My True Story (212) R	Toni-Wander Arthur Godfrey (178) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (144)	"	St. Louis Melodies	Miscellaneous Program S	Archie Andrews S
10:15	"	"	"	"	(See footnote)	Lever-Rinso & Pepsodent, Godfrey (180) R	Lanny Ross	"	"	Galen Drake •	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S	General Mills Betty Crocker (91) R	Pillsbury Arthur Godfrey (191) R	Co-op Take a Number	Campbell Double or Nothing (140)	Ralston Space Patrol (284)	Make Way Youth	Bruce MacFarlane	Pet Milk Mary Lee Taylor (144)
10:45	"	"	"	News Highlights S	Philip Morris Against the Storm (255)	National Biscuit Arthur Godfrey (193) R	"	"	"	"	Helen Hall	"
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Wm. Hillman	Faultless Starch Time (55) Spl.	Lever Bros. Lone Journey (257)	Liggett & Myers Arthur Godfrey (199) R	Sterling Drug Ladies Fair 11-11:25	C-P-P Strike It Rich (171)	Junior Junction S	Cream of Wheat Let's Pretend *(154)	Georgia Crackers	TBA
11:15	"	"	American Protam Corp. Health Quiz	Morning Serenade S	General Foods When a Girl Marries (94)	"	"	"	"	"	S. C. Johnson News (11:25-11:30)	"
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S	Bristol-Myers (MWF) (290)	Contnl. Baking Grand Slam (50)	Lorillard-Kraft Queen for A Day	C-P-P King's Row (147)	Eddie Fisher Show S	Cannon Mills Give & Take (158)	U.S. Marine Band	Hollywood Love Story S
11:45	"	"	"	Green Cross Song Festival	Philip Morris (TuTh) (257) Break the Bank	P&G Ivory Snow Rosemary (141)	"	Armour Dial Dave Garroway (173)	"	"	"	"
12:00 N	News S	People's Platform	College Choirs	Viewpoint USA	Prudential The Jack Berch Show (256)	General Foods Wendy Warren (159)	Miles Labs Curt Massey Time	No Network Service	101 Ranch Boys S	Armstrong Cork Theatre of Today (188)	Quaker Man on the Farm	News At Noon
12:15 PM	Brunch Time S	"	"	Fisk Jubilee Singers	Serutan Victor Lindlahr (149)	Lever Bros. Aunt Jenny (143)	Johnson & Son News (12:15-12:25)	The Kate Smith Show (MM)	"	"	"	Public Affairs S
12:30	Co-op Piano Playhouse	Howard K. Smith	Co-op Hazel Markel	The Eternal Light S	Not in Service	Whitehall Helen Trent (175)	Kellogg Carl Smith (12:25-12:30)	"	American Farmer S	Carnation, Stars Over Hollywood (152)	5th Army Band	U.S. Marine Band
12:45	"	Bill Costello News	Dawn Bible Frank & Ernest	"	"	Whitehall Our Gal Sunday (169)	Faith In Our Time	No Network Service	"	"	"	"
1:00	San Francisco Sketch Book S	String Serenade	Vandeventer & The News S	Critic at Large	Co-op Paul Harvey	P&G Ivory, Spic & Span, Big Sister (150)	Co-op Cedric Foster	Hometowners S	Navy Hour S	Toni Grand.Cen.Sta. (177)	Bands For Bonds	Allis-Chalmers Natl. Farm & H. Hour (174)
1:15	"	"	TBA	Mike 95	Co-op Ted Malone	P&G Oxydol Ma Perkins (159)	Bob Poole Show	Pickens Party	"	"	"	"

	ABC
1:30 PM	National Vespers S
1:45	"
2:00	Marines In Review S
2:15	"
2:30	Concert of Europe S
2:45	"
3:00	This Week Around the World S
3:15	"
3:30	Dr. Billy Gra Hour of Deci (229)
3:45	"
4:00	Gospel Bcstg. Old-Fashion Revival Hr.
4:15	"
4:30	"
4:45	"
5:00	Sylvania El Sammy Kay Sunday Sere (85)
5:15	"
5:30	Goodyear Greatest St (280)
5:45 PM	"

VENING

WEDNESDAY CBS	WEDNESDAY MBS	WEDNESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	
o. Life Ins. n Jackson (26)	Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Lionel Ricau S	6:00 PM
ou and e World S	"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	6:15
Service	"	No Network Service	"	No Service	"	No Network Service	6:30
G—Ivory ll Thomas (105)	"	Sun Oil Co. 3-Star Extra (34)	"	P&G—Ivory Lowell Thomas (105)	"	Sun Oil Co. 3-Star Extra (32)	6:45
Oxyd. La t—Beula 124) R	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G—Oxy. Lava Dreft—Beulah (124) R	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (30)	7:00
&G Tide Smith Sh 152) R	Dinner Date	No Network Service	Co-op Elmer Davis	P&G—Tide Jack Smith Show (152) R	Dinner Date	No Network Service	7:15
bell Sou Club 15 165) R	Nescafe Gabriel Heatter	Miles Labs News of World (162)	General Mills Silver Eagle (137)	Peggy Lee Show S	VCA Labs. Inc. Gabriel Heatter	Miles Labs News of World (162)	7:30
Oil-Hamm. R. Murro (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (159) H R	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (160) H R	7:45
r-Lifebuo g Town 151) R	MGM Musical Comedy Theatre of the Air	Schlitz Brewing Halls of Ivy (175)	Hollywood Star Playhouse S	Wildroot F.B.I. In Peace & War (155) R	Modern Adventures of Casanova	Avco Crosley Father Knows Best (157)	8:00
"	"	"	"	"	"	"	8:15
esebroug Christian 182) R	"	Kraft Gildersleeve (100)	American Chicle Defense Attorney (207)	Hall Bros. Hallmark Playhouse (183) R	(Co-op) The Hardy Family	Mr. Keen Trace of Lost Persons *OT	8:30
"	"	"	"	"	"	"	8:45
Norge d Skelton (54)	Out of the Thunder	DeSoto Plymouth Dealers, You Be Your Life (183)	Lorillard Amateur Hour (235)	GF—Postum Mr. Chameleon (156)	Pal Blade Rod & Gun Club	L&M Fatima Dragnet (171) R	9:00
"	"	"	"	"	"	"	9:15
tt & Mye g Crosb (198)	Family Theatre S	Am. Cig. & Cig. The Big Story (176)	"	Stars in The Air	Co-op Reporter's Roundup	Gulf Refining Counterspy (123)	9:30
"	"	"	Foreign Reporter S	"	"	"	9:45
bst Blu bon Bou (178)	A.F. of L. Frank Edwards (135)	Barrie Craig Conf. Investigato S	News of Tomorrow S	Hollywood Sound Stage	A. F. of L. Frank Edwards (28)	Amer. Tob. Co. Your Hit Parade (180)	10:00
"	Co-op I Love A Mystery	Life (111) Montgomery (10:30-10:35)	Club Can Do S	"	Co-op I Love A Mystery	"	10:15
"	Dance Orchestra S	Meredith Willson Music Room S	Hotel Edison Orchestra S	Robert Q's Waxworks	Dance Orchestra	Life (111) Montgomery (10:30-10:35)	10:30
"	"	(10:35-11) "	"	"	"	Hollywood Music Box (10:35-11)	10:45
News	Co-op Baukhage Talking	News from NBC	Band S	News	Co-op Baukhage Talking	News from NBC	11:00
Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	11:15 PM

FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Lionel Ricau S	Una May Carlisle S	Morton Salt Visitin' Time (7)	Harmony Rangers	Bob Warren News	6:00 PM
"	You and the World S	"	Bill Stern's Sports Review (MM)	Alert America S	UN on the Record	"	H. V. Kaltenborn News (MM)	6:15
"	No Service	"	No Network Service	Co-op Harry Wismer	Saturday Sports Roundup	Report From the Pentagon	NBC Symphony Orchestra	6:30
"	P&G—Ivory Lowell Thomas (105)	"	Sun Oil Co. 3-Star Extra (33)	Labor-Management S	Larry Lesueur News	Organ Music	"	6:45
Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (124) R	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (33)	"	This I Believe Saturday at The Chase	Co-op Al Helfer	"	7:00
Co-op Elmer Davis	P&G—Tide Jack Smith Show (152) R	Dinner Date	No Network Service	Co-op Bert Andrews	"	Twin Views of the News	"	7:15
General Mills Lone Ranger (153)	Campbell Soup Club 15 (165) R	Olsen Rug Gabriel Heatter (47)	Miles Labs News of World (162)	Dinner At The Green Room S	Operation Underground	Comedy of Errors (7:30-7:55)	The Endless Frontier S	7:30
(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (159) H R	"	Dr. Pepper Sports Roundup (49)	State Farm Auto Ins. Co. C. Brown	"	7:45
R. J. Reynolds Richard Diamond (235)	Musicland USA	Adventures of Maisie	General Foods Roy Rogers (172)	Dancing Party S	Wrigley Gene Autry (179)	20 Questions	Jane Ace Disc Jockey	8:00
"	"	"	"	"	"	"	"	8:15
Equitable Life This Is Your FB (280) R	The Big Time	(Co-op) Gracie Fields Show	The Martin & Lewis Show *OT	"	GF-Post Cereal HopalongCassidy (155) R	(Co-op) MGM Theatre of the Air	Bob & Ray	8:30
"	"	"	"	"	"	"	"	8:45
Heinz Ozzie & Harriet (288)	Paul Weston Show	Magazine Theatre	Duffy's Tavern S	"	GF-Grape-Nuts Gangbusters *(158) R	"	The Judy Canova Show S	9:00
"	"	"	"	"	"	"	"	9:15
Bristol-Myers Mr. District Atty (288)	Robert Q's Waxworks	Armed Forces Review	Short Story S	"	Broadway Is My Beat	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (163)	9:30
" (see footnote)	"	"	"	"	"	"	"	9:45
Gillette Cavalcade of Sports (283)	(10-10:05) Bob Trout News Capitol Cloakrm.	A. F. of L. Frank Edwards (135)	Night Beat S	Saturday at Shamrock S	(10-10:05) Bob Trout News Robert Q's Waxworks	Chicago Theatre of the Air S	R. J. Reynolds Vaughn Monroe (170)	10:00
"	"	Co-op I Love A Mystery	"	"	"	"	"	10:15
"	Dance Orchestra	Dance Orchestra	Life (111) Montgomery (10:30-10:35)	The Three Suns S	"	"	Al Goodman's Musical Album S	10:30
American Sports Page S	"	"	Bill Stern (10:35-10:45)	"	"	"	"	10:45
News S	News	Co-op Baukhage Talking	News from NBC	News S	News	News	News from NBC	11:00
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Buddy Weed Trio S	Dance Orchestra	Dance Orchestra	TBA	11:15 PM

AYTIME

SUNDAY ABC	SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
Vespers S	Music For You	Lutheran Hour (Lutheran)	U. of Chicago Roundtable	Not In Service	P&G Crisco Dr. Malone (152)	Luncheon with Lopez	Co-op News George Hicks S	Vincent Lopez Show	Carter City Hospital (151)	(1:30-2:25) Symp. for Youth	Coast Guard Cadets on Parade
"	"	"	"	"	P&G Duz Guiding Light (155)	"	Wesson Oil Dr. Paul (59)	"	"	"	"
arines In Review S	Longines-Wittnauer Symphonette (114)	Top Tunes with Trendler	The Catholic Hour	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (78) Grady Cole (40	Dixieland Matinee	Ralph Edwards Show S	Texas Co. Met Opera (278)	Hormel & Co. Music with H. Girls (119)	S. C. Johnson News (2:25-3)	Coffee in Washington S
"	"	"	"	" (See footnote)	P&G Tide Perry Mason (158)	"	"	"	"	"	"
oncert of Europe S	New York Philharmonic Orchestra	Co-op Bill Cunningham (79)	Amer. Truckin Amer. Forum o the Air (175)	Family Circle (2:35-3:00) S	Toni, Seaman Nora Drake (166)	Say It with Music	General Mills Live Like A Millionaire (74)	"	The Chicagoans	Macalester Radio Singers	Musicana
"	"	American Protam Corp. Health Quiz	"	General Mills Joe Emerson's Hymn Time (25)	P&G Ivory Fl. Brighter Day (142)	"	" Amer. Tob. Co. Banghart 2:55	"	"	"	"
his Week round the World S	"	Bandstand U.S.A.	America's Music S	Marriage for Tw Co-op	Miles Labs Hilltop House (145)	Co-op Poole's Paradise	P&G Life-Beautiful (158)	"	Report From Over Seas	Bandstand U.S.A.	The Downhomers S
"	"	"	"	Mary Marlin S	Pillsbury House Party (161)*	"	P&G Road of Life (1.8)	"	Adventure In Science	(3:25-3:30) S. C. Johnson News	"
illy Grah of Decis (229)	"	Air Force Hour	Earl Godwin's Washington	Lever Bros. "Joyce Jordan, M.D." (278)	"	"	P&G Pepper Young (158)	"	Farm News Co-op	Sports Parade	U. S. Army Band
"	"	"	Belmont Radi John C. Swayz (135)	Philip Morris Romance of E. Winters (24	Star Lines (3:50-55) News 3:55-4 p.m.	"	P&G Right to Happiness (158)	"	Correspondents' Scratch Pad	"	"
el Bcstg. -Fashion al Hr.	(4-4:10 pm) Bolton, Ed. C. Hill (148)*	Bobby Benson	The Falcon S	Valiant Lady S	Tu—Music By Antonini MW Chicagoan ThF St. Louis Matinee	Miscellaneous Programs	P&G Backstage Wife (149)	"	Stan Dougherty Presents	Caribbean Crossroads	Slim Bryant and His Wild Cats
"	(4:1-30) World News Roundup	"	"	Thy Neighbors Voice S		4:25 News S	Sterling Drug Stella Dallas (149)	"	"	"	"
"	It's Always Sunday	Under Arrest	U. S. Tobacc Martin Kane (167)	The Perfect Husband Co-op	Treasury Bandstand	Mert's Record Adventures M-F 4:30-5	Sterling Drug Young Widder Brown (149)	"	Cross Section U.S.A.	Hawaii Calls	Mind Your Manners
"	"	"	"	Big Jon & Sparkie (Co-op)	" 4:55-5 News	M—B. Benson S TuTh Quaker Sgt. Preston of	Manhtn. Soap Woman in My House (177)	"	"	"	"
vania E amy Ka ay Sere (85)	Kingan Arthur Godfrey Roundtable (9	Wildroot The Shadow	Whitehall 1212 S	Mark Trail S	5-5:45 p.m. No Service	Yukon WF OrangeCrush Green Hornet	Whitehall Just Plain Bill (145)	Tea & Crumpets S	Dave Stephens Show	TBA	Big City Serenade
"	"	"	"	"	"	5:30-5:55 Tu & Th, Derby Sky King	Whitehall Front Page Farrell (148)	"	"	"	"
Goodyea eatest St (280)	Hearthstone and the Death Squad	Williamson True Detective Mysteries (515)	The Silent Me D. Fairbanks J. S	Kellogg Co. Space Cadet Tu&Th (223)	Top Tune Time	(5:30-5:55 MWF) Kellogg Wild Bill Hicko	P&G Lorenzo Jones (105)	Pan American Union S	Treasury Bandstand	Bands for Bonds (5:30-5:55)	Special Programs
"	"	"	"	(MWF) Fun Factory S—See Footnot	Miles Labs Curt Massey Time (147) R	Johnson & Son Capital Commentary, M-F 5:55-	Bob & Ray	Club Aluminum Club Time (28)	"	(5:55-6) S. C. Johnson Capital Commentary	Mutual Benefit Ins., Bob Considine (170)

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced. Time EST.

ABC—8:55-9 a.m., M-F, Stokely-Van Camp, The John Conte Show (295).
9:55-10 a.m., F, General Foods, Sanka News Roundup (293).
10:25-10:30 a.m., M-F, Gen. Mills, Arnold—Storyteller, (91).
2:30-2:35 p.m., M-F, John H. Dulaney & Son, Dulaney Daily Double, (49).
5:55-6 p.m., M-F, World Flight Reporter
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.

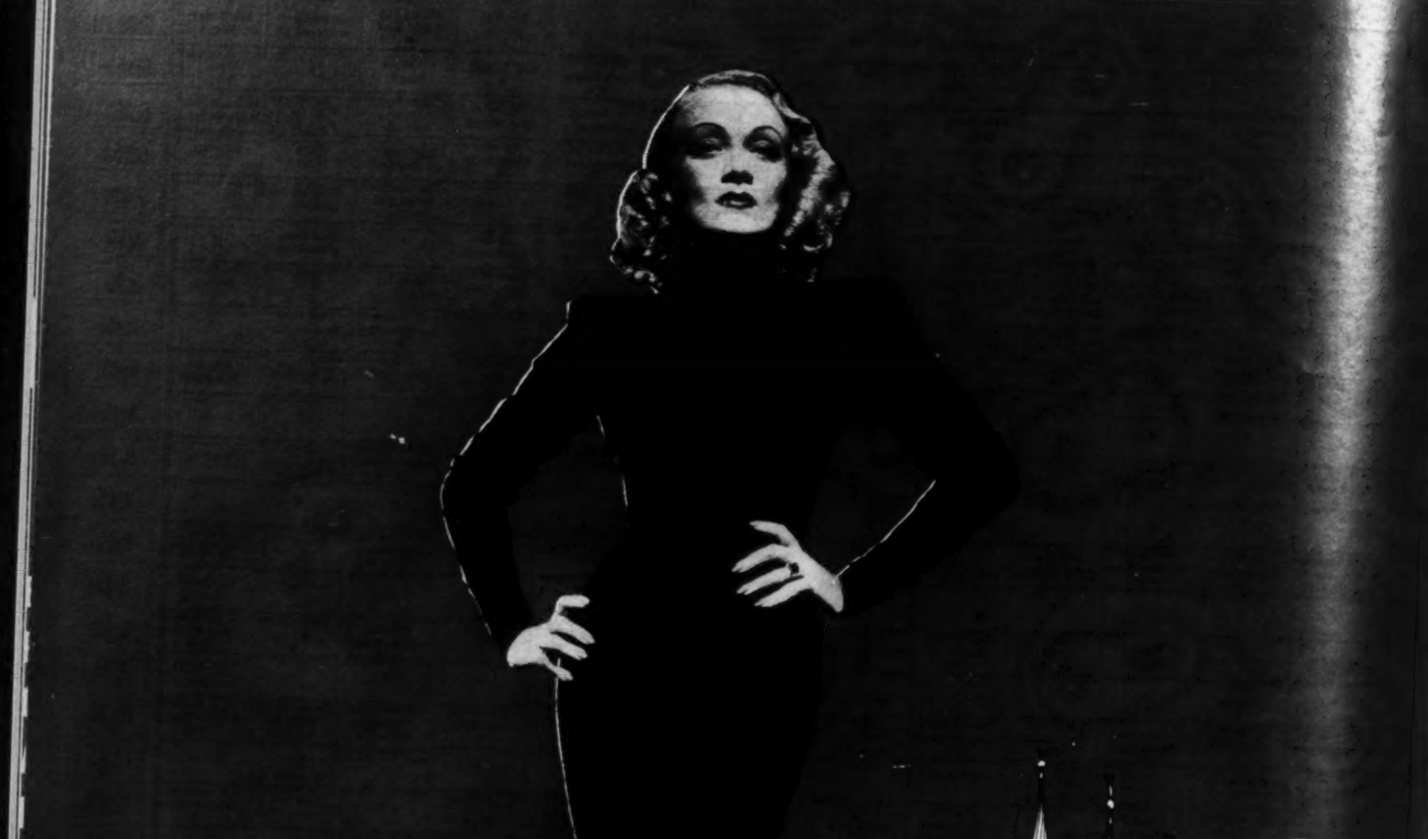
CBS—8:30-9:15 a.m. Sun., Gen. Foods, Sun. Morning Gatherin', (109).
10.25-10:30 a.m. Sat., Econ Labs, G. Drake, (185).
11-11:05 a.m. Sat., Campana-Sales Co. Bill Shadel News, (184).
3:45-3:50 p.m., M-F, Kellogg Co., Carl Smith, (122).
5:55-6 p.m. Sun., Campana Sales Co., Sunday News Special, (188).
11:30-11:35 a.m., Sun., Shadel-News.
3:40-3:45 p.m., M-F, Pillsbury, Cedric Adams (161).
9:25-9:30 p.m. Sat., Gen., Fds, Shadel-News (155).
10:25-10:30 a.m. Sat., Econ Labs, G. Drake (184).
Sun. 4:10-4:15 p.m., Bill Downs.
5:55-6 p.m. Sun., Campana Sales Co., Sunday News Special (188).

MBS—7:55-8 p.m. M-F. Miller Brew. News
8:55-9 a.m., M-F, R. J. Reynolds Tobacco Co.—Ken Carson Show.
11:25-11:30 a.m., M-F, S. C. Johnson & Son News.
11:30-12:00 Noon, M-W-F, Kraft Foods Co.—co-sponsors Queen for a Day.
2:25-2:30 p.m., M-F, S. C. Johnson & Son News.
4:55-5:00 p.m., S, Bobby Benson-American Chicle Co.
5:15-5:30 p.m., M, portion of Bobby Benson sponsored by Kraft Foods Co.
9-9:05 p.m., M-F, Johns-Manville Corp. Bill Henry.

NBC—*OT Operation Tandem, Whitehall Amer. Chicle, Liggett & Myers.
8-8:15 a.m., Skelly Oil, M-F, News (28); Sat., This Farming Bus.
10:45-11 a.m. Hymn Time, Gen. Mills, (10).
* MM—"Minute Man" Programs.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

January 28, 1952 *Copyright 1952*



BETTER MAKE YOUR RESERVATION! With "Cafe Istanbul," ABC boasts radio's first big, new dramatic show of the year. It's got every ingredient for success. The magic of the Dietrich name . . . unique atmosphere . . . top mystery-intrigue script . . . a cast of outstanding radio character actors. And it also has one of the largest carry-over audiences in all radio. Coming right after Walter Winchell's famous Sunday newscasts, "Cafe Istanbul" inherits his vast following.

This show, with this star and this time spot, spells a great opportunity for the right advertiser. If you think *you* are this advertiser, don't miss out—be the first to call ABC Radio Sales for details. But call without delay!

ABC Radio

American Broadcasting Company

America is SOLD on ABC

FCC BILL

S 1139 Is Ripped Apart By Senate Subcommittee

IT LOOKS as if the now latent proposal on Capitol Hill to give the FCC Chairman far-reaching powers he now does not enjoy is very close to being put to sleep for the duration of the 82d Congress.

This was disclosed last week by a move within the Senate Executive Expenditures Committee to rip to pieces a bill that has been pending before it. The measure (S 1139) would give the Chairman greater powers than even contemplated in the Truman plan of 1950—modeled after the plan of the Hoover Commission on Government Reorganization [B•T, March 26, 1951].

However, last week an expenditures subcommittee recommended an amendment to S 1139 which does everything but denude the original legislation. All that would be left by the subcommittee is a provision contained in the bill that an FCC Commissioner could continue to serve in office, even though his term had expired, until his successor is appointed and "qualified" (confirmed by Senate) and that he can be removed from office by the President should he betray his trust.

If the full committee decides to accept the subcommittee recommendation, the death-knell will be sounded for FCC reorganization as envisioned by S 1139.

Other Turnback

It is understood that the prime mover in the subcommittee's decision was the fact that the Senate (81st Congress) killed off a similar attempt to reorganize the FCC, along with other regulatory agencies in government in 1950 [B•T, May 22, 1950]. Therefore, the subcommittee held, why bring it up again?

The original bill would transfer the executive and administrative functions of the FCC to the Chairman; place in his jurisdiction the appointment and assignment of personnel in the immediate offices of the Commissioners, and allow the President to remove from office any member of the FCC for "inefficiency, neglect of duty, or malfeasance in office, but for no other cause," in addition to permitting service in office though the term may have expired.

Retained provision dealing with a Commissioner's tenure of office would give the Commissioner a 60-day leeway after his term expired.

This development was coincidental with a statement by Senate Expenditures Committee Chairman John L. McClellan (D-Ark.). He said he has requested the Bureau of the Budget to give it an idea how much money has been saved the government via reorganization plans now in effect and what savings could be expected should the other Hoover Commission plans (including FCC among other regulatory agencies) be effectuated.

Gray, Casey Named

ROBERT M. GRAY, advertising and sales promotion manager of Esso Standard Oil Co., New York, has been named general chairman of Advertising Federation of America's 48th annual convention to be held June 8-11 at New York's Waldorf-Astoria. To serve as co-chairman will be Antoinette M. Casey, assistant to the vice president in charge of advertising and sales promotion, Frankfort Distillers Corp., New York. Mr. Gray is a director of AFA, Advertising Club of New York, and Assn. of National Advertisers.

THE
ATION
Give Today to

JOSEPH H. McCONNELL (l), NBC president and chairman, Salvation Army's 1952 New York fund campaign for $1,250,000, and Mrs. George C. Lieb, women's committee chairman, admire 1952 campaign poster held by Walter Hoving, president, Salvation Army Assn. of New York.

NETWORKS, AFM AID HEART FUND

Programs and Talent to Boost 1952 Drive

MAJOR radio networks are scheduled to join the nationwide fight against heart disease with special public service broadcasts produced in cooperation with the American Heart Assn. and the American Federation of Musicians.

Music Performance Trust Fund of the latter group will be used by AFM locals to provide orchestras on four coast-to-coast broadcasts during February. First program is scheduled from Los Angeles by CBS Radio for 10:30 p.m. EST Thursday, eve of the Heart Fund's 1952 start. James C. Petrillo, AFM president, will speak briefly, and national heart campaign chairman, Bruce Barton, will talk on behalf of the fund.

ABC radio network plans the second broadcast from Chicago Feb. 7 at 10 p.m. EST, with special talent groups and fund speakers appearing in addition to an AFM orchestra.

NBC radio will present the third broadcast from New York at 10:35 p.m. EST, Feb. 14. Mrs. Alben Barkley, vice president of the American Heart Assn., will be keynote speaker and top NBC talent is scheduled for variety appearances.

Final broadcast in the series will be presented by Mutual at 8 p.m. EST, Feb. 24. The program, featuring well known concert artists, will originate in Boston.

NORTON TO LEAVE FRB

Returns to Own Interests

EDWARD LEE NORTON announced last week that he is resigning from the board of governors of the Federal Reserve System [CLOSED CIRCUIT, Dec. 24, 1951]. Mr. Norton is board chairman of WAPI, WAFM (FM) and WAFM-TV Birmingham and of WMBR-AM-FM-TV Jacksonville, Fla.

The resignation is to take effect Feb. 1. Mr. Norton has been a member of the Federal Reserve Board for two years. His term expires Jan. 31, 1964. It is expected that he will return to his private interests which also include the presidency of the Coosa River Newsprint Co. in Alabama.

President Truman has nominated James L. Robertson of Nebraska to succeed him. Mr. Truman also praised Mr. Norton for the "wonderful job" he had done and expressed hope Mr. Norton would "be in a position to render further public service" in the future.

CHRISTOPHER AWARDS

To Include Radio and TV

TELEVISION program and radio presentation will be added this year to the categories for which awards amounting to $28,000 will be offered by the Christopher movement, according to Father James Keller, founder and director, who announced this year's competition in New York Monday.

Contest is open to anyone who wants to submit a 300- to 1,600-word letter explaining what he or a friend has done as a Christopher, or Christ-bearer, in changing the world for the better. Forty-four prizes ranging from $100 to $2,000 will be awarded in such categories as radio and TV programs, books, motion pictures, newspaper stories and magazine articles. Deadline for the "What One Person Can Do" entries is Easter Sunday.

Kintner Named

ROBERT E. KINTNER, ABC president, has accepted chairmanship of radio and TV broadcasting division of the 1952 Heart Fund Drive conducted by the New York Heart Assn. Fund drive begins Feb. 1.

LBS EXECUTIVES

Adair, Dunnagan Named

CARLTON ADAIR, radio and advertising veteran, has been named LBS vice president in charge of stations relations and John M. Dunnagan has been promoted to assistant to the president of LBS, it was announced last week.

Mr. Adair, prior to joining LBS, was West Coast program director for MBS. He supervised all network program activities for the Don Lee network with a department of 230 employes under his direction. Also, he acted as western sales service manager for the MBS West Coast Div.

Veteran of 17 years in the broadcasting industries, Mr. Adair began as an advertising executive of the Graybar Electric Co. of Detroit in 1935. He has been associated with the Farmers & Manufacturers National Beet Sugar Assn., Saginaw, Mich.; Raymond R. Morgan Co., radio production agency, and his own agency, Adair & Assoc., which serviced national accounts in Texas and California.

Mr. Dunnagan, who joined LBS in 1950, formerly was vice president of the LBS East Coast Div. and also directed the Washington newsroom and program activities. He was transferred to LBS's Dallas headquarters in 1951 as vice president in charge of national sales.

Mr. Adair

Mr. Dunnagan

Before joining LBS, Mr. Dunnagan was general manager of WBBO Forrest City, N. C. He is a native of Winston-Salem, N. C.

WJZ-Grand Union Drive

WJZ New York plans extra drive for its *WJZ-Grand Union Caravan*, scheduled for broadcast from a different Grand Union supermarket in New York area each day on a Monday through Friday basis. With Feb. 18 debut, program is to feature joint station-sponsor promotion whereby week-long merchandising of participating sponsors' products will be conducted in store where broadcast originates. Included will be displays of products at aisle ends, check-out points and other prominent locations, plus window signs, streamers and display cards. Redemption coupons will be issued on special items.

TO AID recent flood emergency in Alviso, Calif., KEEN San Jose conceived plane-to-ground hookup with city police short-wave system, enabling plane to circle stricken areas routing Red Cross crews and evacuees onto dry land.

CONVENTIONS

Parties Study Coverage

BROADCAST medium reflected the activity of Democratic party leaders on two fronts last week.

The Democratic National Committee set Feb. 5 for a meeting of its executive committee to discuss the proposed code of standards for coverage of its convention in Chicago next July.

The executive group will receive a fill-in on the proposed standards governing type of sponsorship, coverage facilities, cost of installing equipment and other problems. But Frank McKinney, national committee chairman, will make the final clearance.

Whether the networks should bear the expense of installing studio equipment at the International Amphitheatre, convention site for both Democratic and GOP meets, still pends as one problem. Prospect of a joint meeting this week with the GOP National Committee to air this topic was indicated.

Sponsorship question is not a controversial one, at least at Democratic Committee headquarters. Negotiations undertaken thus far by the major radio-TV networks for sponsorship generally have found favor at the committee to which the names of advertisers have been submitted.

Agency Choice Pends

Also hanging in the balance for the Administration party—though not likely to be taken up at the executive session—is the selection of an advertising agency for its convention. This will be determined independent of the executive group.

Broadcast coverage of part of the midwest Democratic conference in Kansas City last Friday and Saturday, scheduled by both ABC and CBS, also found politicos active.

ABC was slated to carry highlights of a Saturday morning panel on *World Mobilization for Peace*, with Vice President Alben Barkley as moderator. Program was earmarked for delayed broadcast, 5-5:30 p. m. EST.

An address by Sen. Robert Kerr (D-Okla.) was scheduled for coverage by CBS Radio on Friday, 10:30-11 p. m. EST, network's nationwide facilities.

Nielsen Adds Seven

A. C. NIELSEN Co., Chicago, last week reported signing seven new clients for its radio and television index services. They are Johns-Manville, Ford Motor, American Telephone & Telegraph, Toni and Mennen, all advertisers, and two agencies, Dancer-Fitzgerald-Sample and Wallace - Ferry - Hanley. Subscribers now represent 78% of network radio and 55% of network TV clients, President A. C. Nielsen said.

FTC TRADE RULES

Industry Group Prepares

MACHINERY for promulgation of trade practice rules for radio-TV set manufacturers has been set in motion again on the industry front.

An all-industry committee, with L. B. Calamaras of National Electronic Distributors Assn. as chairman, met Jan. 17 to review rules proposed by the Federal Trade Commission.

Suggested revisions drafted by the committee will be studied by members and forwarded to FTC's Trade Practices Conference Bureau shortly.

It was expected that FTC would call a third industry conference sometime in March once bureau members have had time to digest industry recommendations. The proposed rules were originally handed down last summer prior to the second industry conclave. Color TV was one of the more controversial topics discussed in previous meetings [B•T, Oct. 1, June 25, 1951].

Attending the all-industry meeting were representatives from Radio-Television Mfrs. Assn., Philco Corp., National Appliance & Radio Dealers Assn., RCA and Allen B. DuMont Labs.

ZUCKERT CHOSEN

To Fill AEC Post

NOMINATION of Eugene M. Zuckert, Assistant Secretary of the Air Force and stockholder in KPBX Beaumont, Tex., as a member of the Atomic Energy Commission was sent to the Senate by President Truman last Monday.

Mr. Zuckert was named to fill the unexpired term of Sumner T. Pike, resigned, ending June 30, 1954. Hearings on the nomination were promised "soon" by Sen. Brien McMahon (D-Conn.), chairman of the Joint Congressional Atomic Energy Committee.

Mr. Zuckert holds 10,000 out of 67,862 shares of common voting stock in KPBX of which he is a director, or roughly 14.7% of stock in the station.

A native of Stamford, Conn., he was appointed Assistant Secretary of the Air Force in 1947. Previously he was an attorney for the Securities & Exchange Commission.

Donald Dame

DONALD DAME, 34, Metropolitan Opera tenor and formerly soloist on NBC's *American Album of Familiar Music*, was found dead in a Lincoln, Neb., hotel room last Monday. Death was attributed to a heart attack. Mr. Dame appeared for about seven years on the network music program for Bayer Aspirin and was touring with the Met production of *Die Fledermaus*. A native of Titusville, Pa., Mr. Dame is survived by his wife.

EFFECTIVE FEBRUARY 1st, 1952

it's

WMAY AND NBC

in

SPRINGFIELD, ILLINOIS

America's *TOP* Network—on Springfield's *TOP* Station!

. . . PROVIDING CHOICE AVAILABILITIES NEVER BEFORE OFFERED NATIONAL TIME BUYERS IN ILLINOIS' SECOND MARKET!

The programs of the National Broadcasting Company in West-Central Illinois—IN CONCENTRATED COVERAGE—for the FIRST TIME . . . with the plus-support of WMAY's outstanding locally-produced shows.

. . . all on Springfield's Most Powerful Station, operating on Springfield's Most Desirable Frequency.

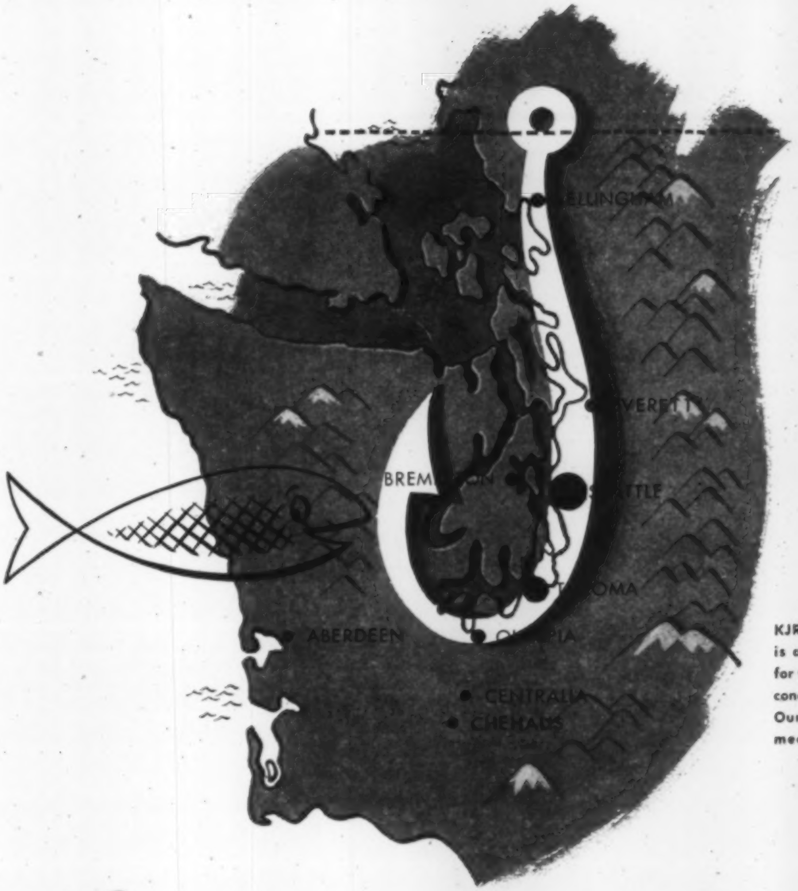
Write or Wire NOW

WMAY—NBC

Springfield, Illinois

1000 WATTS DAY 500 WATTS NIGHT 970 KILOCYCLES

REPRESENTED NATIONALLY BY JOHN E. PEARSON COMPANY



KJR's 5000 watts is all you need for the rich, concentrated Sound market. Our "hook" coverage means low-cost selling.

In Western Washington

PUT YOUR LINE ON THE J HOOK

A hook-shaped strip, 10 miles wide and 150 miles long, bordering Puget Sound, is home for 86.9% of the population of the entire 15-county Western Washington market, although only 7% of its land area.

KJR's efficient 5,000 watts at 950 kilocycles covers this tidewater market with no waste, and at low cost.

BMB proves KJR reaches all of Western Washington's 15 counties, and *saturates* the all-important "hook" of Puget Sound.

Buy KJR for efficient, low-cost, no-waste circulation!

KJR

SEATTLE 5000 WATTS

Catches the Sound Market

A MARSHALL FIELD STATION — AN ABC AFFILIATE
REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

THE LATEST WCKY STORY

WCKY'S

NEWS AND MUSIC PROGRAMMING

Tops all Program Preference

IN TV HOMES

HERE ARE SOME INTERESTING FIGURES:*

Radio programs preferred in TV homes

PROGRAM TYPE	MAY, 1949	NOV., 1950	NOV., 1951
NEWS	**28.5%**	**60.4%**	**65.7%**
MUSIC (Popular)	**32.8%**	**41.4%**	**57.3%**
Serials	10.9%	17.2%	13.9%
Variety	7.1%	7.2%	13.3%
Sports	3.9%	8.2%	10.6%
Mystery	6.9%	6.4%	7.7%
Drama	10.1%	9.8%	6.9%
Comedy	9.5%	4.5%	5.5%
Quiz	3.1%	5.3%	3.3%
Music (Classical)	3.9%	2.7%	2.2%
All others less than	2.0%		

** Sponsor, Dec. 31, 1951*

THE LATEST WCKY STORY

WCKY Programs Only News and Music

24 HOURS A DAY 7 DAYS A WEEK

and

WCKY'S NEWS AND MUSIC BEATS SUCH NETWORK SHOWS AS: *

- WELCOME TRAVELER
- DOUBLE OR NOTHING
- AGAINST THE STORM
- STRIKE IT RICH
- LONE JOURNEY
- WHEN A GIRL MARRIES
- KING'S ROW
- BREAK THE BANK
- QUEEN FOR A DAY
- EASY ACES
- LOWELL THOMAS
- MARY MARLIN

**Pulse Nov.-Dec., 1951*

When You Buy in Cincinnati—

BUY NEWS AND MUSIC, THE PROGRAM FORMAT PREFERRED

4 TO 1 IN TV HOMES.

CALL COLLECT

Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

L. B. Wilson

WCKY

CINCINNATI

editorial

Happy Combination

MORE THAN ONCE in past years there has been unfortunate occasion to remind the manufacturers of radio and television sets that they were being short-sighted, to say the least, in allocating unreasonably large parts of their advertising budgets to media which compete against the only two that make their business possible.

It is pleasant now to take the opposite tack. The decisions by Westinghouse, Philco and Admiral to sponsor political coverage on CBS, NBC and ABC—both radio and television—are commendable on two counts.

First, of course, the substantial budgets which these three advertisers will spend will immeasurably improve the extent and quality of broadcasting coverage in this most important election year. It would not be financially possible for networks to do anything like the job that is planned if they had to do it on a sustaining basis.

Second, the experience ought to make it clear to these and other manufacturers that they have as great a responsibility in enlarging radio and television circulation as the broadcasters have. The political conventions will be of transcendental public interest. It is certainly to the advantage of the set makers to see that the conventions are presented in acceptable detail on the air, as added inducement for the public to equip itself with receiving equipment.

Here self-interest and public service go hand in hand. The manufacturer receives the advertising benefits inherent in sponsorship of a show having such a large audience. The broadcaster benefits financially as well as from the prestige and public acceptance that come from doing a thorough job of covering events of great interest. And the public gets the enormous benefit of observing the democratic process from a vantage point that heretofore has been reserved for only a few.

These benefits, on perhaps somewhat smaller scale, can be realized from broadcasts of other kinds throughout the year. There ought to be further readjustments of set manufacturers' advertising budgets to make room for larger investments in radio and television broadcasting, without which the set makers could not exist.

Cracker Barrel

WASHINGTON is the news crossroads of the world. Much of that traffic converges at the National Press Club, where the news elite meet to eat, drink, read the tickers, listen to radio and watch television.

Last Monday there was a typical luncheon group at the Club (which one day must become the National Press and Radio Club, or National News Club). The morning news was being discussed.

Spotting a few radio people in the group, Lyle Wilson, ace Washington correspondent and United Press bureau chief, commented: "There's no competition any more between newspapers and radio." He observed that it's routine practice to monitor the forum and discussion programs over the networks, notably during the weekends.

Luther Huston, who a few weeks ago relinquished the managership of the big Washington bureau of the *New York Times* to take over a "beat," pointed to several front page stories in Monday's *Times*, based on radio or TV broadcasts. "Seems it's hard to get out a good Monday morning paper without those radio-developed stories," he observed.

The same general view was echoed by Jim Warner, one of the top men in the *Herald-Tribune* bureau; Larry Sullivan, who writes for *Nation's Business;* Griffing Bancroft, CBS Washington commentator; Ted Koop, CBS Washington news director; Howard Kany, who heads AP radio in Washington and is president of the Washington Professional Chapter of Sigma Delta Chi; Dick Fitzpatrick of the State Depts.' Voice of America, and Wallace Werble, editor of the authoritative *Food-Drug-Cosmetic Reports.*

Memory harked back to the radio-press war of the '30s. Then radio couldn't buy, beg or borrow news association service. So the networks, one by one, went into the spot news business. Individual stations set up their own bureaus. Then, as radio became a potent news force, the press associations, one by one, began selling their services to radio. Now, one by one, they're entering the TV news field.

The turnabout began, actually, during the last war. Radio, because of its speed, picked up scoop after scoop from the fighting fronts and the foreign offices. Networks made it a practice to issue "full texts" for newspaper use, saving thousands in wire tolls—and getting the credit lines.

Now, in this half-war era, the turnabout extends to the domestic front as well. Such programs as *Meet the Press, American Forum of the Air, Battle Report, The Big Question, People's Platform* and *Washington Whirl,* regularly create front page news. Public officials and political candidates save their hot statements for their radio or TV appearances. They want that double impact.

At the local level, there's hardly a newspaper in the nation that doesn't cover its local stations as closely as City Hall.

So in this modern journalistic era, the broadcast media do more than report the spot news. They make it.

Cardboard Christmas

THE DISMISSAL a fortnight ago of mail fraud charges against two Los Angeles promoters who peddled inferior Christmas ornaments by mail-order broadcasting may have been ordered on sound legal grounds, but its practical consequence will be to invite imitation by others whose ethics are similarly primitive.

The actions of Harold Cowan and Ralph Whitmore may not have constituted punishable fraud in the eyes of federal law, but they certainly were against the best interests of either the stations that carried their advertising or, more importantly, the listeners who sent in their dollars and got back cardboard junk.

The moral of this story is one we have mentioned before. It is simply that no broadcaster can delegate to a federal court or to anyone else his responsibilities for the quality of the advertising he broadcasts. Messrs. Cowan and Whitmore would never have got their shabby merchandise into circulation if some broadcasters had not, in their anxiety to make a quick if questionable buck, accepted the Cowan & Whitmore account.

As we say, Messrs. Cowan's and Whitmore's exoneration will doubtlessly encourage others to try to fob off miserable goods by radio or television mail order deals. It is to be hoped that no broadcaster will be a party to an expansion of this kind of business.

our respects to:

DAVID HARGETT MORRIS

AS A bombardier with the U. S. 8th Air Force in World War II, Capt. Dave Morris flew in a lead craft, setting his sights on targets far removed from the business of broadcasting.

Capt. Morris flew some 30 combat missions before his plane was forced down over the Rhine. He made his way back, with the aid of friendly partisans, to the comparative sanctuary of the corps' operating base in Great Britain.

Were it not for this fortunate escape, David Hargett Morris might not have been able to cast his sights on more peaceful pursuits—Texan or not.

What followed upon his return to civilian life is now faithfully chronicled in the annals of KNUZ Houston — and certainly in the achievement records of independent radio, which has found in Mr. Morris a hard-fighting champion.

As general manager of KNUZ Mr. Morris has carved for himself an enviable niche. Under his leadership, the station has become the top Hooperated independent outlet in the Houston market, with a not inconsiderable share of audience, and is one of the highest independent Hooperated stations in the nation.

"We are most proud of the pubilc acceptance of KNUZ as a part of the community," he reflects. "KNUZ has the reputation of being a very friendly, public-minded station, and is always available for lending a helping hand to civic projects."

Mr. Morris' pride is natural since he helped put KNUZ on the air in 1948, but of more significance is his staunch faith in block programming and the use of high-caliber, experienced disc jockeys. Friendliness and personality—these are the prime attributes of the station's success, he feels.

Evidence of KNUZ's continuing progress may be seen in its purchase last year of a half-block of land upon which Mr. Morris built the KNUZ "Radio Ranch." Several unusual features were incorporated into the ranch, including an outdoor theatre, complete with rustic backdrop and lanterns for footlights, and a corral studio for square dances and other functions.

Future plans call for developing more fresh station personalities and for expansion of the ranch into a public center for all types of shows. Quite obviously, this is further evidence that they do things big in Texas.

The man around whom these plans revolve

(Continued on page 64)

WOV
SELL OUT

WOV, New York, enters 1952 with virtually every second of allotted commercial time sponsored from six a.m. to midnight. We suggest you keep an eye on WOV availabilities as they occur. The big swing to independent stations continues in New York and WOV stands out with a consistently growing audience now 39% above two years ago.

P.S. a few choice participations still available on the popular Ralph Cooper show–midnight to three a.m.

Originators of *Audited Audiences*

WOV
NEW YORK

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

S. C. SESSION

Thaw Affiliate Rates, Shafto Urges

DEVELOPMENT of daytime business as the broadcaster's most valuable potential was advocated by G. Richard Shafto, WIS Columbia, S. C., at the fourth annual winter meeting of the South Carolina Broadcasters Assn., held Jan. 18-19 in Columbia [B•T, Jan. 21].

Mr. Shafto is a member of the independent Affiliates Committee formed last spring when the epidemic of network radio rate cuts was developing. He addressed the meeting on the overall network affiliate situation.

John M. Rivers, WCSC Charleston, S. C., was elected president of SCBA. Walter Brown, WORD Spartanburg, was elected vice president and T. Doug Youngblood, WFIG Sumter, secretary. New board members are Joe Martin, WDSC Dillon, and Jimmy Coggins, WKDK Newberry.

Retiring officers were Melvin Purvis, WOLS Florence, president; C. Wallace Martin, WMSC Columbia, vice president, with Mr. Youngblood continuing in office.

Explaining operation of the NBC rate formula in individual markets, Mr. Shafto said it is based on the assumption that only 45% as many people listen in daytime as at night. A Pulse survey in Columbia last autumn showed the daytime audience actually is 73% of the night audience, he said, adding that in application the rate was in error 63%.

Networks must evolve plans to attract advertisers who want considerably less than a full network, he said, pointing to the competition with national spot representatives.

He called for unfreezing of affiliate rates and more frequent adjustments.

With network flexibility it is clear that selective network rates must be closely related to selective spot rates, Mr. Shafto explained, adding, "It is unthinkable that a national spot sales representative can sell his station to Young & Rubicam at twice the rate which the network asks the same agency for the same station."

Offers Rate Plan

He proposed that networks "consider the adoption of each affiliate's national spot rate as the sale price for the affiliate's facilities on a selective market network sales plan. . . . To those who would say that the network would pay to the affiliate a lesser portion of the total sale price I would say, that is the network's just due so long as the network makes important program contributions." He said representatives are taking steps to retain their competitive share of the business "and may soon be offering the single order-single billing convenience of the network sales department."

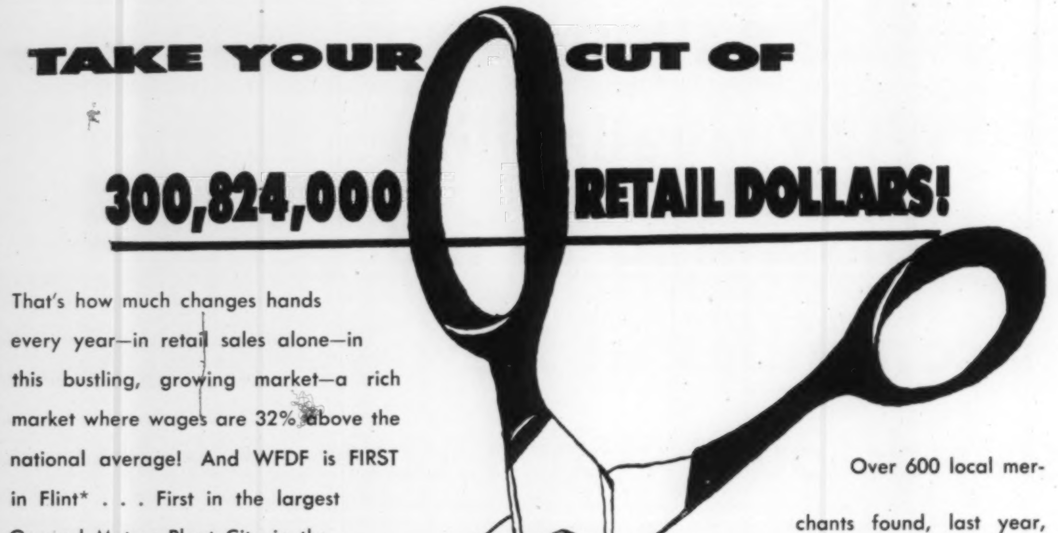
Mr. Shafto urged stations to merchandise radio, making it pay the advertiser so handsomely in results that radio "will become his primary advertising medium just as it is now his cheapest. Watch carefully your programs, that you keep them interesting enough to resist television in its peak hours, supplant television in those homes and activities not suited to television viewing."

Basic research in the NBC plan is inadequate, according to Mr. Shafto, leading to erroneous assumptions and conclusions as to the impact of television on radio. He claimed no formula can contain market-to-market variables and still be a national formula.

The two-day meeting closed with financial reports, discussion of changes in the constitution, review of libel laws and committee reports.

A Radio Scoop

FIRST indication that Sen. Estes Kefauver (D-Tenn.) was a Presidential candidate came Jan. 20 on WWDC Washington and MBS when the Senator's wife, Nancy, scooped her husband by indicating he would make a bid for the Democratic nomination. Wire services picked up the disclosure. Sen. Kefauver made his formal announcement last Wednesday. It had originally been set for Feb. 1. Mrs. Kefauver was interviewed by Hazel Markel.



TAKE YOUR CUT OF

300,824,000 RETAIL DOLLARS!

That's how much changes hands every year—in retail sales alone—in this bustling, growing market—a rich market where wages are 32% above the national average! And WFDF is FIRST in Flint* . . . First in the largest General Motors Plant City in the nation!

* See your latest Hooper.

Over 600 local merchants found, last year, that their products MOVE when advertised over WFDF! Tell your sales story over WFDF and make sure of a share in the rich Flint market!

SELL THE RICH FLINT MARKET!

910 Kilocycles

WFDF FLINT MICH.

One of America's pioneer stations, now in our 30th year!

BASIC
AMERICAN BROADCASTING COMPANY
Represented by the Katz Agency
Associated with WOOD & WOOD-TV, Grand Rapids—WFBM & WFBM-TV, Indianapolis—WEOA, Evansville.

MONTGOMERY

Signed for 'Life' Series

SIGNING of Robert Montgomery for a news program on NBC radio, 10:30-10:35 p.m. EST, five times weekly [B•T, Jan. 7], was announced last week by George Wever, *Life* magazine promotion director.

The national network of 191 NBC stations will be split in halves with *Life* sponsoring Mr. Montgomery on each half in alternate periods—six weeks on one group of stations and seven weeks on the other. The newscast will continue either as a sustaining program or under other sponsors during the periods that are not sponsored by the magazine.

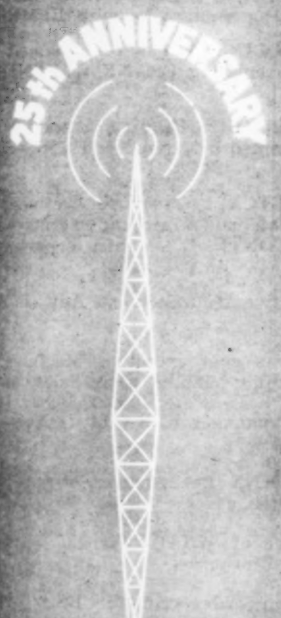
Reason for the staggered system, Mr. Wever explained, was to enable *Life* local news stand representatives and American News Co. branch offices to concentrate their promotion and merchandising efforts at specific times. Young & Rubicam, New York, is agency for *Life*.

REACHES 93,217 RADIO FAMILIES
WEOK POUGHKEEPSIE
REPRESENTED BY DEVNEY

respectfully yours...

. . . with heartiest thanks to the local, regional and national advertisers who have made possible our 25th anniversary celebration and who have made it possible for us to furnish our listeners with the finest radio programming.

With 25 years of successful service to advertisers and the public, we are dedicating ourselves to continued leadership in San Antonio's radio market for music and news programming.



KONO

5000 watts 860 kc

SAN ANTONIO'S ORIGINAL MUSIC and NEWS STATION

Fannin 5171 • TWX-SA-49

SERVING SAN ANTONIO, THE NATION'S 25th CITY, WITH THE FINEST IN MUSIC AND NEWS FOR 25 YEARS.

Represented Nationally by
FORJOE & COMPANY

CANADIAN ASSOCIATION OF BROADCASTERS
C A B

Nothing's *easy*—

You can't plough your way into a big, competitive market like Canada and expect to reap profits unless you know Canada and her marketing problems.

Let's make no bones about it: Canada is a huge country, larger than the U. S. by 25%. And only 38% of Canada's people live in cities of 30,000 or over.

Spending Habits

But Canadians are not mere statistics. They are very real people with the same buying habits as your best customers in the U. S. Most of them live within 200 miles of the U. S. border, nearer to you than some of your present customers. Individually, they have more money to spend than any other people in the world, except yourselves!

Geography

And the many Canadians who live in rural areas have much the same standard of living as their urban cousins—possibly the highest for rural people *anywhere.*

How, then, despite geographical difficulties, are you going to reap this worthwhile harvest without going to unreasonable expense?

Radio is the answer

Over 94% of all Canadian homes have a radio. Radio is a hardy salesman: goes everywhere—talks to everyone in his own home. Radio, the primary source of entertainment in Canada—in practically all the homes of Canada—puts across your sales message with a minimum of expense and effort in a clear, persuasive voice destined to reach receptive ears, *effectively.*

"In Canada you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.,
Ottawa.

37 Bloor St., West.
Toronto.

front office

ART MORTENSEN, account executive, Don Lee-Mutual, named national advertising manager succeeding **HENRY CORSTENKORN**, resigned.

TOM GORMAN, WOR New York, to WCBS that city as accoun executive.

WILLIAM H. DAWSON, assistant to sales manager, WGN-TV Chicago, to CBS Television Spot Sales, same city, as account executive.

Mr. Edholm

Mr. Fox

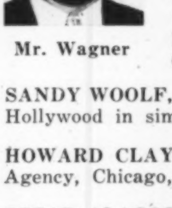
W. O. EDHOLM, general sales manager, KFMB and KFMB-TV San Diego, and **BILL FOX**, KFMB-TV staff, elected vice presidents of KFMB-TV. Mr. Edholm will be in charge of commercial sales and Mr. Fox will handle TV programming.

JOE KANE, account executive, WPBC Minneapolis, and **VINCE HALLETT** appointed account executives at WDGY Minneapolis.

DON MACLEOD, commercial manager, KATY San Luis Obispo, Calif. named general manager succeeding **JOHN RIDER**, co-owner, who becomes vice president-general manager of Vick Knight Inc., L. A.

GILL-KEEFE & PERNA, N. Y., newly formed radio-TV station representative firm [B•T, Jan. 21], will represent KGVO Missoula and KANA Anaconda, both Mont.

JACK R. WAGNER, manager of KDB Santa Barbara, Calif., to KVON Vallejo, Calif., as co-manager with **ELMER GIBSON**.



Mr. Wagner

STEWART ROBINSON has been named auditor at ABC Chicago, replacing **FRANK COVENEY**, who has resigned.

GEORGE P. HOLLINGBERY Co., station representative firm, appointed by KMAC and KISS San Antonio, Tex.

EDWIN C. METCALFE, sales service manager, KTTV (TV) Hollywood, named account executive. Replacing him is **VAL CONTE**, L. A. sales department, Detre Corp., Detroit.

SANDY WOOLF, account executive, Dean Simmons Adv., L. A., to KGF Hollywood in similar capacity.

HOWARD CLAYPOOL, senior account executive, Macfarland-Aveyar Agency, Chicago, to ABC Chicago radio network sales.

OSCAR ALAGOOD, promotion manager KLRA Little Rock, Ark., promoted to local sales manager.

Mr. Alagood

BURT S. WEST, sales staff, KNX Los Angeles, to CBS Radio Sales, Chicago, on Feb. 11.

BEN HOVEL, station manager of WSAU Wausau, Wis., to sales staff of WTMJ Milwaukee.

CHET YOUNG, WCBS New York sales staff, to CBS Radio Network Sales Dept. as an account executive.

WARREN E. ABRAMS, Metropolitan Life Insurance Co., to CBS-TV Spot Sales as assistant research manager under **FAY DAY**, research manager.

T. E. PAISLEY Jr., program director, WFIL Philadelphia, appointe assistant to **NORMAN R. PROUTY**, station's radio sales manager.

RADIO RECEIVER sales for the first eleven months of 1951 were 23% lower than for the same period in 1950, the Radio-Television Manufacturers Assn. of Canada reports. Sales totalled 498,120 units worth $45,000,000. Almost half the sets were sold in the province of Ontario.

7 One-Man Script Shows
That tie up a Sponsor for a lo life. Well written! Low pri Free presentation to help you s 'em. WRITE FOR "SAMPLE"
MERCHANDISING DIVISION
NATIONAL RESEARCH BUREAU, IN
N. R. B. BLDG. CHICAGO 10

PAUL MARTIN, news editor at WCCC Hartford, joins the station's sales staff.

TED SMITH, WCAU Philadelphia, to WTVN (TV) Columbus, Ohio, sales staff.

NORMAN BROWN, Radio Time Sales Ltd., Toronto, elected chairman of newly organized Radio Station Representatives Assn. of Canada, same city.

Personals . . .

PAUL GODOFSKY, president and general manager, WHLI-AM-FM Hempstead, L. I., named chairman of Long Island Committee to publicize "Alert America" civil defense exhibit in Hempstead. Mr. Godofsky also elected to board of directors for Legal Aid Society of Nassau County. . . . **CALVIN J. SMITH**, manager, KFAC Los Angeles, named radio chairman for 1952 Heart Assn. Campaign. . . . **HARRY ENGEL**, manager, KVEN Ventura, Calif., recovered from injuries received when his car overturned while enroute to San Francisco during early January. . . .

JOHN G. JOHNSON, part owner, general manager and secretary-treasurer of Winston-Salem Broadcasting Co., operator of WTOB Winston-Salem, N. C., given the distinguished service award by the city's Junior Chamber of Commerce.

GENE WILKEY, general manager, WCCO Minneapolis, was host at a commendation dinner honoring several police officers for their "praiseworthy and efficient work as members of the force." . . . **GORDON C. PENTZ**, assistant manager, KWBE Beatrice, Neb., appointed editor of Beatrice Kiwanis Club Bulletin. . . . **JOHN D. GALE**, manager of Paul H. Raymer Co., L. A., father of a boy, John D. Jr., Jan. 21.

1903 Richard F. Connor 1952

Mr. Connor

FUNERAL services were held last Tuesday for Richard F. Connor, 49, general manager of KOWB Laramie, Wyo. and part owner of KNAK Salt Lake City, in Chapel of the Chimes, Inglewood Park Memorial Cemetery, Inglewood, Calif.

Mr. Connor died in Laramie on Jan. 17 following a heart attack [B•T, Jan. 21]. In radio since 1929, he was at one time manager of KMPC and KRKD Los Angeles and coordinator-manager of Southern California Broadcasters Assn.

During World War II, Mr. Connor was OWI chief of station relations and later assistant to the president and station relations manager of MBS.

Surviving are his wife, Mrs. Lucille Connor; a daughter, Mrs. Gloria Whitney of Salt Lake City; two sons, Richard Jr. of Fort Holabird, Md., Ned of Laramie; and a brother, Ned Connor, general manager of KRKD.

CANTOR CELEBRATION

To Be on NBC Jan. 31

HIGHLIGHTS of Eddie Cantor's 60th birthday party, to be held Thursday at New York's Hotel Commodore, will be broadcast by NBC radio, 10:35-11 p.m. EST. Price per plate for the birthday-dinner party will be a $1,000 State of Israel Savings Bond. Mr. Cantor currently is one of the rotating stars of *Colgate Comedy Hour* (NBC-TV, Sundays, 8-9 p.m.), and also as star of his own radio show (NBC, Tuesdays, 10-10:30 p.m.).

Principal speaker at the celebration will be Vice President Alben W. Barkley. Roster of speakers will also include notables in entertainment and political fields.

Mr. Cantor's efforts on behalf of charitable and civic causes have brought him citations from U. S. Treasury, War Dept., Heart Assn., National Conference of Christians & Jews, Jewish War Veterans, and Catholic War Veterans. He is responsible for coining the phrase "March of Dimes" in the campaign against polio.

The Nation's
GOING WILD
over
"THE MAGIC WORD"
Radio's
NEWEST GAME
A TOP SELLER
IN EVERY MARKET
For Information, Write or Wire:
JOHN GREENE
PRODUCTIONS
Box 641
Rock Hill, South Carolina

To a time buyer
with a client who wants lagniappe

Now that the smoke of the holiday parties has cleared away, giving place to the normal, everyday smoke of battle, let's discuss a truth that is stronger than friction, an eternal verity of the great Midwest, the pulling power of WMT.

We're not blase, understand, but we just don't get butterflies in the stomach anymore when we find more evidence of WMT's selling oomph. We *expect* it. For example, whenever visiting firemen get the grand tour through the station, we just point to Killian's Department Store across the street and casually mention how they sold 2,200 pairs of socks with one commercial on their regular 9 a.m. news . . . and 600 men's belts with another single shot.

Day in and day out we hear tell about folks who buy something or do something because WMT suggested it. We know WMT *persuades*—40,000 of our Eastern Iowa friends turned out for our annual Farm Field Day.

One of our prize stories of persuasion, though, is this: Man named Joslyn runs a store in Manchester, 40 miles up the road. He bought a covey of spots on WMT to push a sale. Couple days later he phoned. "Call off your announcers, I'm cleaned out," quoth Mr. J. "What's more," he added a bit wistfully, "we had burglars last night."

Now where else in the world can you get lagniappe like that?

WMT
CEDAR RAPIDS
BASIC CBS RADIO NETWORK • 5,000 WATTS • 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Human Touch

DRIVE to "hire the physically handicapped" is no idle slogan at KTAE Taylor, Tex., these days. Station has built a local Sunday news show around Dan Jansen, confined to a wheelchair most of his life. The youth reports news and human interest incidents, stressing activities of Central Texas GIs. The youth's sincere approach and friendly delivery have won KTAE a host of loyal followers and good will, station reports. Program is titled *Dan Jansen Reporting*.

Book on Gen. Sarnoff

A FORTHCOMING book on Brig. Gen. David Sarnoff, RCA board chairman, is condensed in the February issue of *Reader's Digest*. Written by Eugene Lyons and titled "He Hitched His Wagon to the Electron," the story traces Gen. Sarnoff's early life and his rise as a pioneer in radio and television and sponsorship of numerous electronic inventions. Keynote of the *Digest* article is Gen. Sarnoff's "boundless faith in the possibilities of science and of human capabilities" and his belief that "anything that the human mind can conceive can be produced ultimately."

RADOX PACT

Sindlinger, Nielsen End Litigation

SINDLINGER & Co. and A. C. Nielsen Co. are free to operate instantaneous Radox audience measurement techniques since settlement of 21-month litigation in U. S. District Court, Eastern District of Pennsylvania [B•T, Jan. 21].

Albert E. Sindlinger, president of the research firm, said he had received $75,000 from A. C. Nielsen Co. and $1 each from A. C. Nielsen, C. E. Hooper and Henry R. Rahmel, Nielsen engineering vice president. In addition he acquired personally the balance of $190,000 issued preferred and common stock of Sindlinger & Co.

Sindlinger-Radox and Nielsen interests resolved the patent litigation to permit use of Radox by both parties. Sindlinger & Co. was forced to suspend business in 1950 when a cross-licensing arrangement could not be worked out.

A. C. Nielsen Co. and C. E. Hooper Inc. were named defendants in an action for $2,500,000, later reduced to $1,500,000. Mr. Nielsen stated that settlement negotiations were instituted by Sindlinger attorneys following a decision by a patent interference board in favor of the Nielsen claim. Sindlinger interests waive all rights of appeal involving Patent No. 708861.

A. C. Nielsen Co. has granted Mr. Sindlinger a limited license under the Nielsen application to make and use a manual type audience measurement system, it was stated. The Nielsen statement added, "While the Nielsen patent application embraces an automatic-type audience measurement system as well as the manually operated system, the license to Sindlinger does not include a license to operate an automatic system. Sindlinger will pay A. C. Nielsen Co. agreed royalties during the term of the license."

Mr. Sindlinger said, "By waiving certain of our claims and legal right of appeal, we permit Nielsen to have his name on the Radox patent in exchange for a license of our choice, which fits in with our overall plan and use of the Radox technique as announced last October.

"The patent litigation with Nielsen only involved one phase of the Radox technique—the method of manually or automatically 'matching signals for identification.' Our agreement clearly defines this phase. The Radox-Nielsen patent litigation did not involve the instantaneous and automatic tabulator-calculator phase of the Radox technique, nor the automatic-cumulative - circulation - calculator and the other techniques which we will use in our overall plan—they are completely our own and protected."

Mr. Sindlinger said he will announce within a fortnight a plan to use Radox in connection with other techniques and the new instantaneous automatic calculator-tabulator which will make circulation radio and TV's basic evaluator comparable with that of other media.

C. E. Hooper Inc. issued this statement in connection with the settlement:

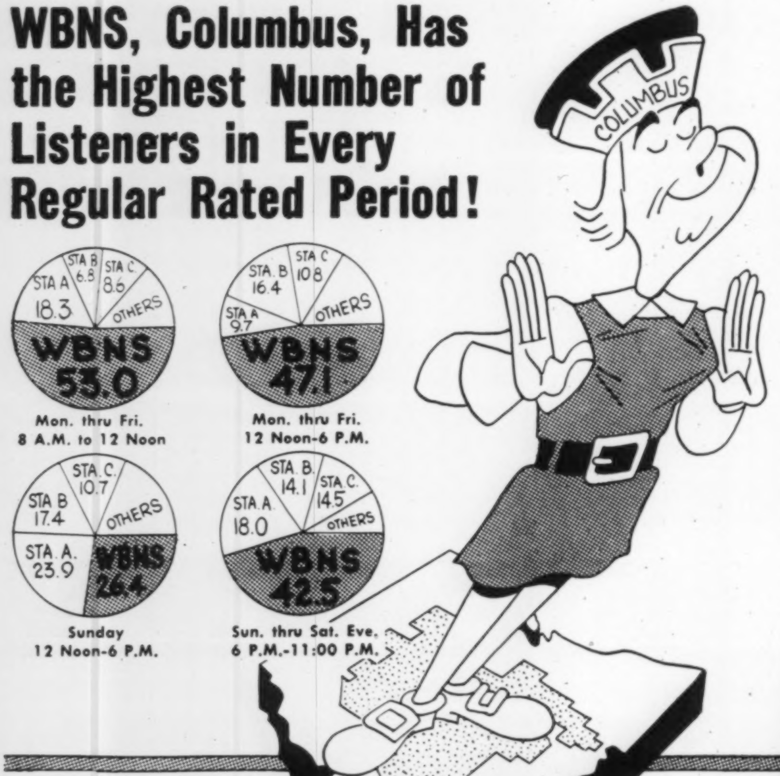
"In conjunction with the suit instituted by Sindlinger & Co. against A. C. Nielsen and C. E. Hooper interests, the settlement of which is currently reported in the press, C. E. Hooper announces that no payment whatsoever was made by Hooper or Hooper Inc. to the plaintiffs."

Mr. Hooper issued a later statement Thursday: "More on my January 21, 1952 release re: Sindinger suit settlement. It now seems that $1 was paid in my name in exchange for a release and in lieu of my granting a similar release. This causes my statement that 'no payment whatsoever was made by Hooper or Hooper Inc. to the plaintiffs' to be in error by $1."

FLORIDA Citrus Fruit Exposition has named Richard S. Robbins Co., N. Y., as its radio, TV and contest prize manager and merchandising consultant. Company will obtain prizes for exposition's Orange Queen contest Feb. 18. Contest is heard on Mutual's *Ladies Fair*, sponsored by Sterling Drug.

Latest Combined Hooper Report Shows:

WBNS, Columbus, Has the Highest Number of Listeners in Every Regular Rated Period!



—and Every Evening from 6 to 11

DAY	Sets in use	WBNS WELD	A	B	C	Others
SUN.	9.5	34.2	29.7	14.1	14.4	7.6
MON.	10.1	57.8	11.7	11.7	11.7	7.1
TUE.	11.2	36.9	11.3	15.0	18.1	18.8
WED.	10.1	41.3	22.4	13.2	14.2	8.9
THURS.	9.2	43.3	13.3	13.7	21.3	8.4
FRI.	9.8	43.7	22.2	9.9	11.6	12.7
SAT.	8.4	39.8	15.6	22.1	10.2	12.3

CENTRAL OHIO'S ONLY **CBS** OUTLET

WBNS RADIO

PLUS WELD-FM

Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

GraybaR recommends the
CONTINENTAL 5/10 KW AM TRANSMITTER

If you are now planning to replace your present equipment . . . or provide for emergency transmitting facilities, you'll find it profitable to investigate this new 5/10 transmitter. Manufactured by the Continental Electronics Corporation of Dallas, Texas and distributed by Graybar, this unit embodies many features never before available in AM transmitters – features developed through years of experience in the fields of high-power and high-frequency transmitter manufacture.

NEW! . . . Improved high-efficiency amplifier in output stage. For the first time in any commercial transmitter, this amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.

NEW! . . . Completely self-contained (exclusive of the automatic voltage regular). No external transformers, chokes, or blowers are required. Installation is greatly simplified.

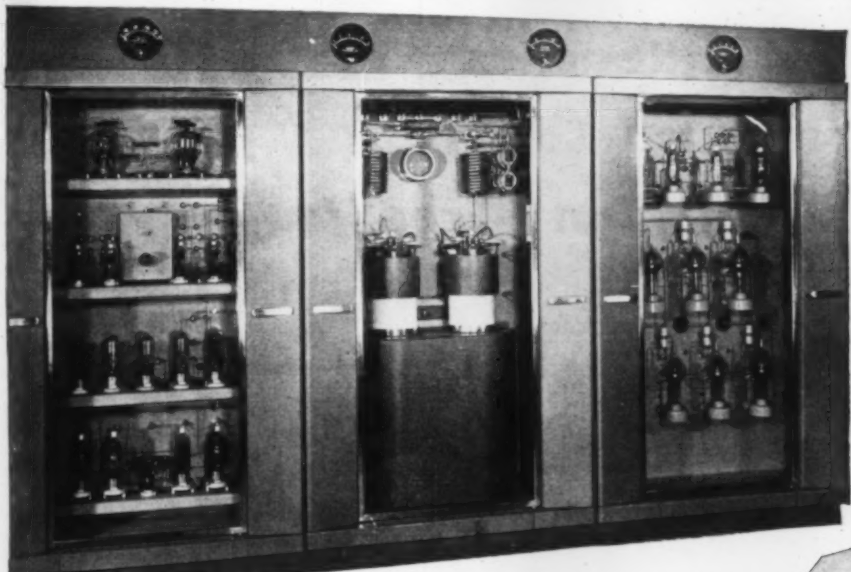
NEW! . . . "Transview" cabinet design and vertical chassis construction enhance this transmitter's appearance and provide an unobstructed view of the functional equipment.

There are other features you'll like, too. Features such as: forced-air ventilation of all components; use of vacuum-type capacitors in output stage to provide maximum stability of tuning; use of DC-operated relays to give a hum-free operation of control system; easy conversion from 5 to 10 kw operation by simple output tube change.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you all the facts about Continental transmitters. Or, if you prefer, send for a completely descriptive bulletin on this new Graybar-distributed equipment.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements – to get the most suitable items conveniently, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc., Executive offices: Graybar Building, New York 17, New York.*

220-11



Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

IN OVER

100 PRINCIPAL CITIES

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call one of the Graybar Broadcast Equipment Representatives listed below:

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree,
Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
C. W. Greer, Geneva 1621
NEW YORK
J. J. Connolly, Exeter 2-2000

PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

Broadcasting's Best . . . Amplifiers • Attenuators • Cabinets • Consoles Loudspeakers and Accessories • Microphones, Stands, and Accessories Monitors • Recorders and Accessories • Speech Input Equipment • Test Equipment • Towers (Vertical Radiators) • Tower Lighting Equipment Transmission Line and Accessories • Transmitters, AM and TV • Tubes Turntables, Reproducers, and Accessories • Wiring Supplies and Devices

Manufactured By . . . Altec Lansing • Ampex • Blaw-Knox • Bryant Cannon • Communication Products • Continental Electronics • Crouse-Hinds Daven • Fairchild • Federal • General Cable • General Electric • General Radio • Hubbell • Hugh Lyons • Karp Metal • Machlett • Meletron • National Electric Products • Presto • Standard Electronics • Triangle • Webster Electric • Western Electric • Weston • Whitney Blake

book reviews . . .

PRINCIPLES OF RADIO, Sixth Edition, by Keith Henney and Glen A. Richardson; published by John Wiley & Sons Inc., 440 Fourth Ave., N. Y., 16, N. Y. 655 pp.; $5.50.

SEVEN years have elapsed since the fifth edition of *Principles of Radio* was prepared. This latest edition will bring the reader up to date on developments since then. The sixth (current) edition represents a completely rewritten edition, even in chapters where only minor changes were necessary.

It contains a large number of practical problems, many completely detailed examples, adequate treatment of a-c and d-c circuits prior to treatment of material on vacuum tube circuits; a chapter on electronic test equipment including cathode ray oscillographs, vacuum tube voltmeters, and full chapters on frequency modulation, television, radar and wave shaping circuits.

Honor Bozell & Jacobs

CITATION for "outstanding national service in behalf of United Red Feather Campaigns of America and their member Red Feather Services" during 1952 has been awarded to Bozell & Jacobs Inc., Omaha. Award was presented Jan. 15 by H. J. Heinz II, 1952 national campaign chairman for the Community Chest of America and the United Defense Fund. Morris E. Jacobs, president of the agency, enlisted the support of his New York office in promoting the campaign. He also helped formulate a key information piece, *The Omaha Story*, for use by other cities during the 1952 fall drive.

Nineteen Join BAB

NINETEEN stations have joined BAB in the past 30 days, bringing total membership to 962, BAB President William B. Ryan announced last week. New members are KBUC Corona, Calif.; KBUD Athens, Tex.; KCRA Sacramento, Calif.; KERB Kermit, Tex.; KGA Spokane, Wash.; KSJO San Jose, Calif.; KSPT Sandpoint, Ida.; KVEN Ventura, Calif.; KXLA Pasadena, Calif.; KXRN Renton, Wash.; WAVZ New Haven, Conn.; WAZF Yazoo City, Miss.; WCSS Amsterdam, N. Y.; WEKR Fayetteville, Tenn.; WHGB Harrisburg, Pa.; WJOL Joliet, Ill.; WKRG Mobile, Ala.; WKRT Cortland, N. Y., and WRLD West Point, Ga.

RALPH EDWARDS has found male answer to Dagmar in Steve Reves, former *Mr. America, Mr. World*, and *Mr. Universe*, who appears regularly on NBC-TV *Ralph Edwards Television Show*.

WICH Campaign

JOHN DEME, general manager, WICH Norwich, Conn., is continuing his campaign for a New England steel mill. He telegraphed Defense Mobilizer Charles E. Wilson urging extension of a certificate of necessity which would permit rapid tax write-off for any private company establishing in the area. The same day, he urged other New England broadcasters to encourage their listeners to make a similar plea. Otherwise, said Mr. Deme, "plan on moving your station south or southwest, where billions are being spent on new industries."

OKLA. NETWORK

Elects New Officer

BILL HOOVER, general manage KADA Ada and KWSH Wewok has been elected president of th Oklahoma Network, it was learn last week.

Others elected at the Jan. meeting in Oklahoma City we Allen Page, general manage KSWO Lawton and KRHD Duncan, vice president, and Brow Morris, KADA station manage secretary-treasurer.

Ed East

ED EAST, 56, radio actor a composer, died of a heart atta at the Lambs Club in New Yo on Jan. 18. Starting a vaudevil career after World War I wi Ralph Dumke as partner, Mr. Eas entered radio when broadcastin first became popular. Well know in *Sisters of the Skillet*, he subsequently teamed with his wif the former Pearl Smith, in *Ed an Polly*, broadcast 7-7:45 a.m. o WJZ New York. He also produce the Blue Network's *Ladies B Seated*. Besides his wife, Mr. Eas is survived by a daughter, h mother, a sister, and two gran children.

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, F and Urban Homes and including Teleph and Non-Telephone Homes)

EXTRA WEEK December 9-15, 1951
EVENING, ONCE-A-WEEK
NIELSEN-RATING*

Current Rank	Program
1	Lux Radio Theatre (CBS)
2	Amos 'n' Andy (CBS)
3	Jack Benny (CBS)
4	Gene Autry (CBS)
5	Charlie McCarthy Show (CBS)
6	You Bet Your Life (NBC)
7	Dragnet (NBC)
8	Godrey's Talent Scouts (CBS)
9	Walter Winchell (ABC)
10	Dr. Christian (CBS)

NOTE: Number of homes is obtained by plying the "NIELSEN-RATING" (%) to 903,000—the 1951 estimate of Total U States Radio Homes.

(*) Homes reached during all or any pa the program, except for homes listening 1 to 5 minutes.

Copyright 1952 by A. C. Nielsen Co.

Buffalo's WGR Reaches This Extra Canadian Market "Duty-Free"

WGR's powerful signal knows no international boundary line. It penetrates the two-billion dollar Toronto-Ontario marketing area just as intensively as the rich industrial and farming areas of Western New York.

So, when you "buy" Buffalo on WGR, you get one of the biggest "pluses" ever offered by any broadcasting station.

CBS Radio Network

WGR 55

CBS Radio Network

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

AUSTRALIA TO DESOCIALIZE COAL MINES.

Australia will desocialize its coal industry—perhaps with American help. Seventy million dollars worth of machinery and equipment will be sold to private colliery owners, and the government hopes that $175 million more will be forthcoming from private investments. J. L. Knott, Australia's Director of Defense Production Planning, proposed asking American coal companies to take part. He feels that this would stimulate competition and speed development of rich coal fields which otherwise might be developed uneconomically or not at all.

INVESTMENT ANALYSTS SEE BRIGHT FUTURE FOR COAL INDUSTRY.

Securities of major bituminous-coal-producing companies are being regarded as excellent investments by analysts—especially for long-term stability in this inflationary era. Coal is firmly established in growing markets such as electric utilities, industrial power plants and coke ovens to produce the carbon for steel as well as coal chemicals. The coal industry as a whole has made striking gains in efficiency through increased mechanization.

NET TONS, LONG TONS, METRIC TONS—THE "WEIGHS" OF COAL.

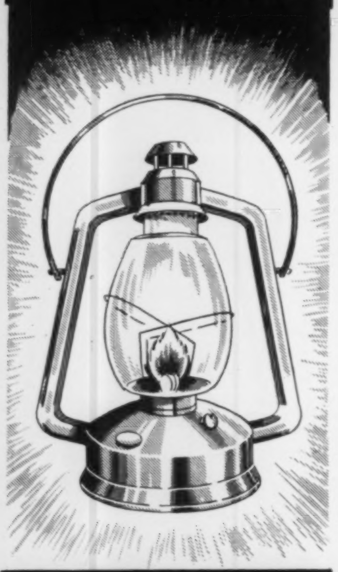
The "net" ton, which is standard in the U. S., is equal to 2,000 pounds; Britain's "long" ton equals 2,240 pounds; and Europe's "metric" ton is equivalent to 2204.6 pounds. Thus the 222 million tons of coal mined in Great Britain last year amounted to 248 million tons by U. S. standards, and Russia's 285 million tons was 305 million "net" tons. Our own output of coal in 1951 was 574 million tons, of which 535 million tons were bituminous.

MOVING COAL FROM MINE TO MARKET REQUIRES 30,000 RAILROAD CARS DAILY.

A train of 30,000 cars—long enough to extend beyond New York City from Washington, D. C.—is needed to transport bituminous coal from the mines each working day. Railroads carry 81 per cent of America's coal to market, and Class I rail lines realize an annual freight revenue of more than one billion dollars from this traffic.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.



Why be in the dark about Radio in St. Louis!

Call **KATZ** get the facts about **KWK**

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

We Pay Our Respects

(Continued from page 54)

was born in Paris, Tex., on March 28, 1920, the son of Dr. and Mrs. E. F. Morris.

Mr. Morris' first major venture into the outside world was as a page in the state senate 20 years ago after he had moved with his family to Austin. He was appointed to his then awe-inspiring post by State Sen. Tom de Berry, who is now a member of the State Board of Control.

The youth was educated in Austin public schools. In 1935 he served as route salesman for the *American Statesman* newspaper in Austin, transferring later to the advertising department. He attended the U. of Texas, majoring in business administration from 1937 to 1941, while working for the *Statesman.*

Joins Air Corps

In 1941, Mr. Morris received his appointment as a flying cadet in the Air Corps, and in 1942 was commissioned a bombardier at Midland Air Field in Texas, where he was an instructor.

Shipped overseas to England, Capt. Morris compiled his string of 30 lead missions until his plane was blasted out of the air over Merseburg, Germany. He and the rest of the crew rode it out, however, landing on the Rhine. Capt. Morris then began his perilous venture through Brussels, Belgium, back to England. He received several awards—the Distinguished Flying Cross, Presidential Unit citation, four bronze battle stars and five air medals.

Returned to the states, he was assigned to Eglin Field, Fla., handling research and testing of Air Force bombing equipment.

In 1946, Mr. Morris turned to selling, joining KTBC Austin. Following year he was named assistant general manager of KTBS Shreveport, La., and in January 1948 came to Houston where he helped put KNUZ in operation.

Mr. Morris' theory on disc jockeys invites explanation. At KNUZ each disc jockey is a definite personality, with a large following of his own. The disc turners also identify themselves as much as possible with their advertisers, giving friendly, personal commercial presentations.

"This makes the advertising an entertaining part of any show—and accounts for KNUZ's ability to do a great selling job," he explains.

Mr. Morris' platter spinners work in no ordinary surroundings. Two master control rooms open out toward the corral studio, and are completely enclosed by four walls of glass. The disc jockey thus is visible not only from the inside and corral studios but also from the street and sidewalks surrounding the station.

In addition, Mr. Morris is consistently improving the local news coverage, and developing new program ideas with emphasis on "wholesome, down-to-earth entertainment." Western music is an anchor of KNUZ programming.

Station's working relations, under Mr. Morris' managership, also have paid handsome dividends. Working closely with jobbers, dealers and retailers, Mr. Morris has his staff follow through on any advertising.

"Our efforts have paid off—not only with extra sales for the sponsors—but also in gaining respe and good will among wholesale and retailers," Mr. Morris says.

Proof of KNUZ's recognition l partly in the awards it has gaine It won the Alfred P. Sloan awa in 1948 for the most outstandi public service promotion of hig way safety, and the National B cuit Co.'s trophy for both 1950- for its cooperation with the Societ for the Prevention of Cruelty Animals in helping to find hom for canine waifs.

Mr. Morris also may be proud his "Young Man of the Year award in 1947 and his active par ticipation in the civic affairs Shreveport when he lived in th city. In Houston he is a membe of the Houston Variety Club, th Optimist Club and the Junio Chamber of Commerce. He fo merly belonged to the Shrevepo Kiwanis.

Mr. Morris married the forme Alice June Burton whom he m at the Midland Air base during th war. His hobbies are golf a "woodworking"—when he has th time. His ambition: "To own a su stantial interest in a number stations."

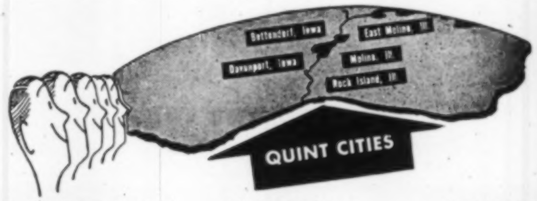
KYLE MacDONNELL, who won pro nence through TV, will start her fi radio program, *The Kyle MacDonn Show*, over WOR New York at 6: p.m. EST today (Monday). To heard Monday, Wednesday, and F day, the 15-minute show will featu Miss MacDonnell's playing records.

CAP RESCUE

Aids Enginer and KFMV (FM)

WHEN Buell Dalton, engineer for KFMV (FM) Los Angeles, became ill from food poisoning while on duty at the station's transmitter at Mt. Wilson, the Civil Air Patrol came to his aid and kept the station going until additional help arrived.

Unable to contact Chief Engineer Robert E. Brooking by telephone, Mr. Dalton radioed CAP for help. Mr. Buell's appeal brought Warrant Officer Frank Severy of the Pasadena Unit, CAP, who drove the 25 miles in 40 minutes. Officer Severy kept the station on the air, provided first aid and through the CAP radio system summoned an ambulance from nearby Glendale.



Bettendorf, Iowa
East Moline, Ill.
Davenport, Iowa
Moline, Ill.
Rock Island, Ill.
QUINT CITIES

1922 WOC 30 Years Later 1952

BUSINESS BETTER THAN EVER

WOC is the oldest radio station west of the Mississippi River. Carried 1st network broadcast of a Presidential Inauguration west of the Mississippi—Calvin Coolidge, March, 1925. Carried 1st network broadcast of a World Series west of the Mississippi—Cardinals vs Yankees, 1926. It has scored many other 1sts—including one of 1st stations west of the Mississippi affiliated with NBC.

Today, WOC can point to local BUSINESS BETTER THAN EVER.

24.2% more local advertisers bought time on this station July 1, 1950 to June 30, 1951, *than in any previous 12 month period.*

Local advertisers spent **14.4%** more money for time on WOC during this period, *than in any previous 12 months.*

Get the facts about this radio station where BUSINESS IS BETTER THAN EVER. Get them from your nearest F & P office . . . or from us direct.

Col. B. J. Palmer, president
Ernest C. Sanders, manag

WOC
THE QUINT-CITIES AM-FM ALSO TV

Davenport, Iowa
Basic NBC Affiliate
5000 W.—1420 Kc.
Free & Peters, Inc.
Exclusive National Representative

JANUARY 28, 1952

TELECASTING

[illegible] THIS ISSUE:

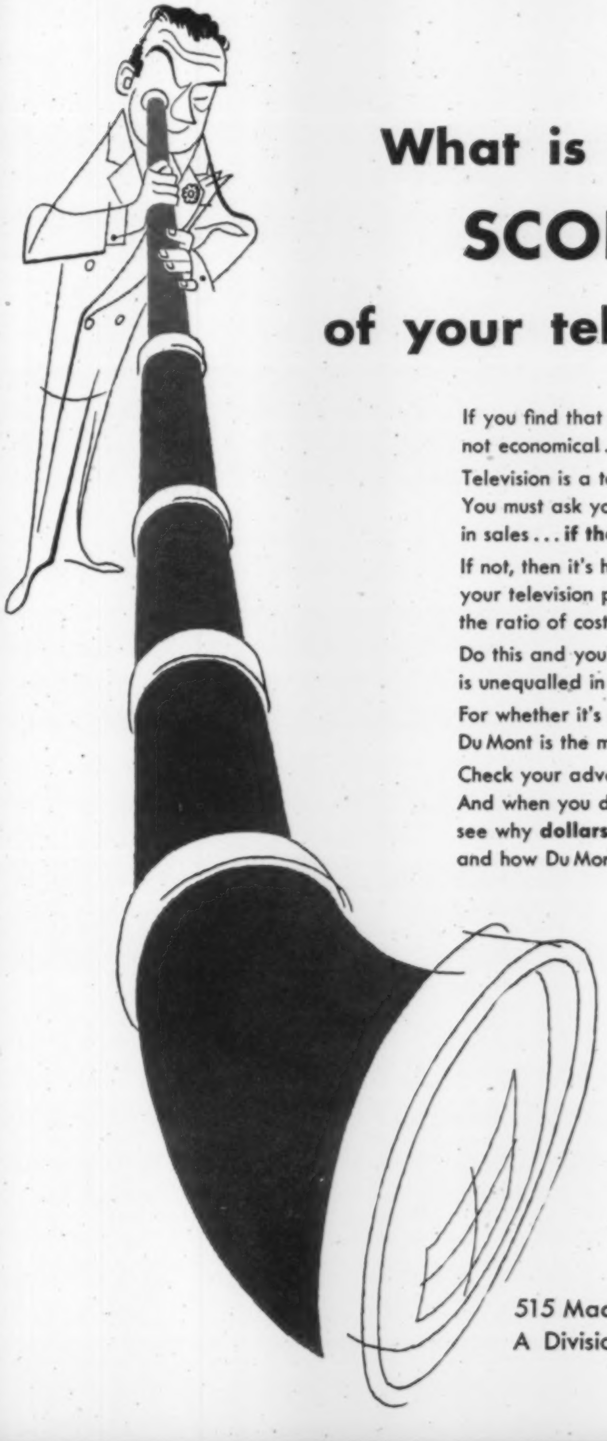
[illegible] Report [illegible] March 1 [illegible] 67

[illegible] Millions [illegible] 67

[illegible] Agencies [illegible] TV Rep[illegible] [illegible] 68

[illegible] Cancel [illegible] [illegible] 71

in our
7th
year



What is the SCOPE of your television advertising?

If you find that television is astronomical . . .
not economical . . . **then look into Du Mont.**

Television is a tool for selling—not a school for "angels."
You must ask yourself if your investment is paying off
in sales . . . **if the rating is worth the rate.**

If not, then it's high time to re-evaluate
your television plans, to examine microscopically
the ratio of costs to results . . . **and look into Du Mont.**

Do this and you'll see that the Du Mont Television Network
is unequalled in real advertising value.

For whether it's rates, facility costs or production charges—
Du Mont is the most economical buy in television today.

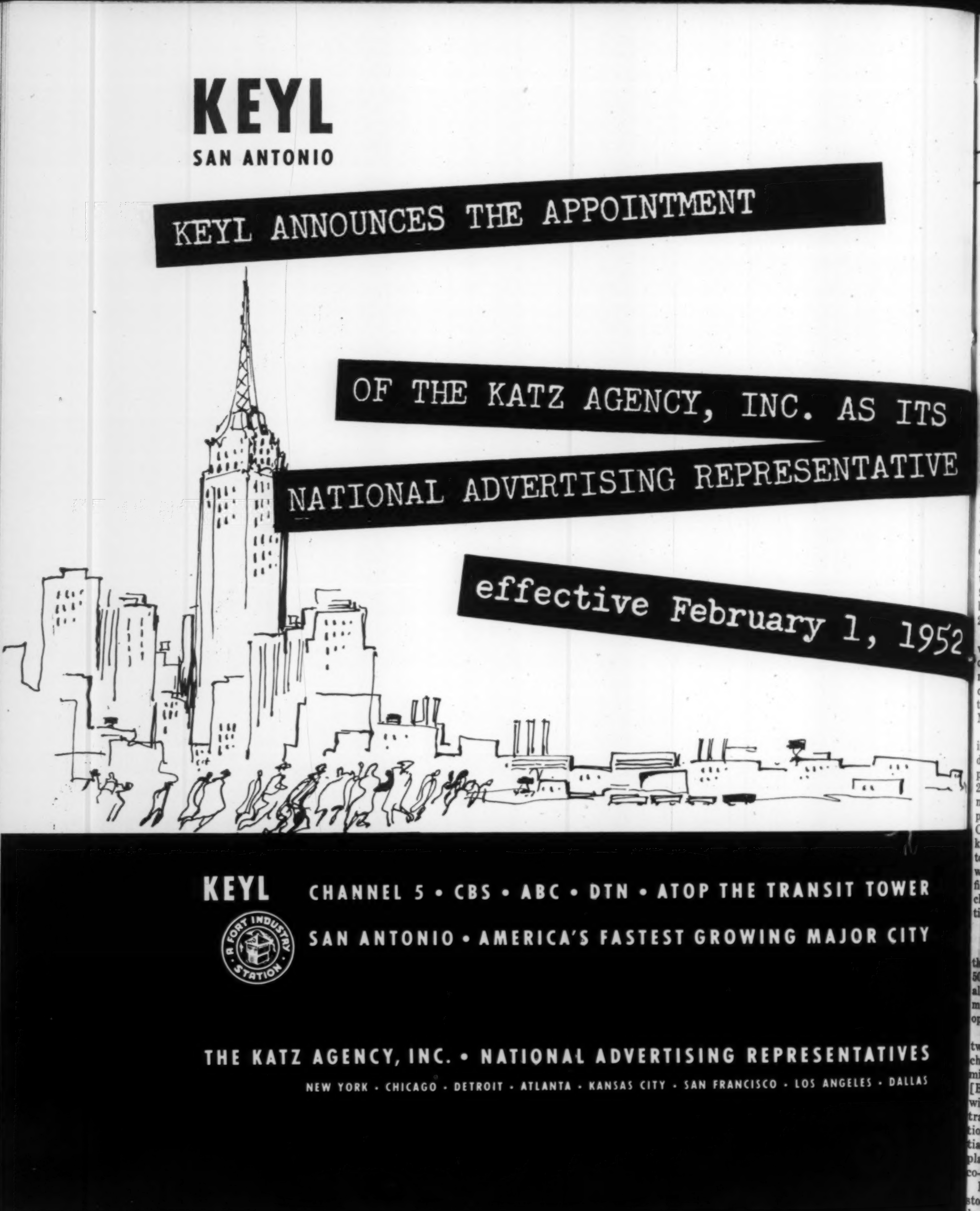
Check your advertising plans carefully.
And when you do, **look into Du Mont.** You'll soon
see why **dollars do more on Du Mont . . .**
and how Du Mont can do more for you.

62 Affiliated Stations

DuMont

TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. MU. 8-2600
A Division of the Allen B. Du Mont Laboratories, Inc.



KEYL

SAN ANTONIO

KEYL ANNOUNCES THE APPOINTMENT

OF THE KATZ AGENCY, INC. AS ITS

NATIONAL ADVERTISING REPRESENTATIVE

effective February 1, 1952

KEYL CHANNEL 5 • CBS • ABC • DTN • ATOP THE TRANSIT TOWER

A FORT INDUSTRY STATION

SAN ANTONIO • AMERICA'S FASTEST GROWING MAJOR CITY

THE KATZ AGENCY, INC. • NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • ATLANTA • KANSAS CITY • SAN FRANCISCO • LOS ANGELES • DALLAS

TV POWER OK'D

Top Power Output 1 Million Watts UHF

WELL INTO the city-by-city allocations following daily meetings last week, FCC is understood to have accepted revised rules and standards for post-freeze television.

At the rate Commission work is progressing, it appears FCC will meet its Feb. 15 deadline. But duplication of the mammoth end-of-freeze and revised allocation report is expected to take another week, which moves the public issue date nearer to March 1.

After the Commission completes its city-by-city considerations, it will swing into procedural questions—including the use of the frequency-by-frequency procedure for processing applications, length of the promised waiting period (60 or 90 days) and whether there should be a cutoff date, etc. [B•T, Jan. 21].

General rules and standards, which reportedly cover 99 pages of typescript, are understood to make these changes from the principles enunciated in the Third Notice proposals last year [B•T, March 26, 1951]:

(1) To provide equal coverage in the various TV bands, it is understood the Commission has approved use of 100 kw on Channels 2-6 (no change), 316 kw on Channels 7-13 (changed from 200 kw proposal), and 1,000 kw on UHF Channels 14-83 (changed from 200 kw proposal). These powers are to be the maximums permitted, with 500-ft. antenna heights, qualified only by interference with co-channel and adjacent channel stations.

Extensive Coverage

The Commission is assuming that these powers will provide between 50 and 60 miles of coverage for all stations—even though it is admitted that a megawatt UHF operation is a long time away.

(2) Criterion for separations between VHF stations on the same channels will be the proposed 170 miles transmitter-to-transmitter [B•T, Jan. 14]. This is in line with the DuMont proposal that the transmitter-to-transmitter separation is "more realistic." In its initial proposal, the Commission planned to adhere to a 180-mile co-channel city-to-city separation.

In rare instances, it is understood, this separation will be dropped to 165 miles in order to put an additional VHF in key cities. But, it is stressed, those instances will be exceedingly few. In fact, in some areas, such as the Gulf Coast, VHF separations between stations on the same channels will be greater than 170 miles. That is because the Gulf area is more liable to tropospheric disturbances than other sections of the country.

UHF co-channel separations will be the 155-mile transmitter-to-transmitter separation, also originally proposed in the March, 1951 report.

In a change of reference works, the Commission is said to have agreed to use the U. S. Coast & Geodetic Survey's *Airline Distances Between Cities in the U. S.* as its standard for mileages. The book is published by the Dept. of Commerce and bears subtitle of "Special Publication No. 238." Formerly, the FCC used the U. S. Post Office route book as its guide.

(3) Educational reservations will be maintained—at least for a year, in line with the Commission's pledge that educators would be given a "reasonable length of time" to make up their minds about getting into TV, get appropriations from legislatures and draw up plans.

Sentiment for a crackdown on educational institutions which did not offer specific comments and engineering testimony during the "paper" hearings [B•T, Nov. 12, 1951], subsided under the pleas of educators that they must be given more time to "sell" their administrators and their state legislatures.

(4) Revision of the proposed frequency changes to be required of 31 of the presently-operating 108 TV stations [B•T, Jan. 21] also has been worked out. In its new form, stations on a channel in the low end of the VHF band (Channels 2-6) will be changed to another frequency within those channels. This also will be true of those stations in the high end of the VHF band (Channels 7-13).

Public Spared

Move is being made so the public will not encounter any expense in readjusting antennas. Originally, it had been proposed to change many stations on the low end of the VHF band to one of the high band frequencies, and vice versa. This aroused a number of complaints from stations, primarily with respect to the upsetting result it would have on TV set owners. Also pointed out was the substantial cost to stations in transmitter and antenna changeovers involved.

(5) Additional UHF channels reportedly have been allocated to a number of cities through the use of some of the 18 flexibility channels [B•T, Nov. 5, 1951].

(6) Detailed legal answers to each of the 1,500 comments filed in the three-month-long proceedings last year are to be issued by the Commission when it puts out its final allocation report. The purpose is to sew up as tightly as possible any chance that the final allocations might be overturned in a court test.

By last Thursday night, the Commission had gone through, and approved, allocations in New England, New York, Pennsylvania, Ohio and Indiana. Staff recommendations generally were followed.

One important eastern city, for which many parties in the proceedings requested an additional VHF, is understood to have lost out because its nearest co-channel city was only 164 miles away.

If the Commission continues to progress at the same rate it went through last week's meetings, there seems little doubt that it will meet its Feb. 15 deadline for finishing consideration of the staff recommendations.

Final checking and duplicating for public release of what promises to be a lengthy as well as vital broadcasting document is expected to take another week.

Thus, it appears pretty certain the report will be ready for public announcement before March 1.

NETWORK SALES

Increase Three-Fold in '51

NETWORK television during 1951 achieved total time sales of $127,989,713, nearly three times the 1950 total of $44,356,772, according to figures released last week by Publishers Information Bureau. The four radio networks in 1951 suffered a combined loss in billings of 4.8%, PIB reported (See story on page 27).

Collectively, the four TV networks for the year had gross time sales of 188.5% more than during 1950. Individually, ABC-TV showed an increase of 180.4%. CBS-TV time sales were up 227.7%. DuMont's were up 116.58% and NBC's up 179.2% for 1951 over 1950.

NBC had greater TV time sales than radio time sales last year.

For December 1951, ABC-TV time sales were up 52.5%; CBS-TV were up 105.7%; NBC-TV up 101.3% from the December 1950 billings. No comparison can be made for DuMont, whose December 1950 figures are not available.

* * *

NETWORK TELEVISION

	Dec. 1951	Dec. 1950	Jan.-Dec. 1951	Jan.-Dec. 1950
ABC	$ 1,980,145	$1,298,616	$ 18,585,911	$ 6,628,662
CBS	4,736,368	2,304,602	42,470,844	12,964,531
DuMont	937,875	*	7,761,506	3,577,887
NBC	6,592,673	3,274,757	59,171,452	21,185,692
TOTAL	$14,247,061	$6,877,975	$127,989,713	$44,356,772

* Figures for 1950 not available.

Three radio and two television networks are included among the seven top ranking national advertising media for 1951 as listed in a full-page advertisement for *Life* magazine appearing in newspapers last Wednesday. Using Publishers Information Bureau figures, the table showed *Life* as the first ranking medium, CBS Radio second, *Saturday Evening Post* third, NBC-TV fourth, NBC radio fifth, CBS-TV sixth and ABC radio seventh. Footnote carrying through the 20 top media showed ABC-TV ranking 14th and Mutual radio 15th.

SHOWING THE ROPES TO HOUSTON AGENCIES

LOCAL agency personnel are learning "do's" and "don'ts" of successful television production through a series of clinics conducted by KPRC-TV Houston.

Jack Harris, KPRC-TV general manager, invited agency men and women to acquaint themselves with the facilities of the local station and to give them benefit of experience gained through trial and error by the station staff.

KPRC-TV believes that, through the clinics, Houston televiewers will enjoy smoother, more listenable announcements and more entertaining, locally produced programs.

The series was conducted by Bert Mitchell, program director; Paul Huhndorff, chief engineer; and Bruno Leonardt, local sales manager.

First of four meetings was held Jan. 3, with an attendance of more than 75 persons, representing every agency in Houston.

In opening the initial session, Mr. Harris commented, "Our purpose is to help you to use our facilities to the fullest advantage."

"A knowledge of just what can be done and, just as important, what cannot be done, through the medium of KPRC-TV will not only help live shows, but will prevent costly mistakes in their planning and preparation."

Beginning with basic production tools, Mr. Mitchell and Mr. Huhndorff explained how a television camera works and "field-stripped" a camera to show component parts and functions of each.

Pitfalls that await the inexperienced or unwary were demonstrated on "closed circuit," and a number of camera "don'ts" were explained by Mitchell. Chief among them were the causes of streaking or glaring of on-camera copy or products.

Use and handling of camera stands, dollies, rear view projector and the roll-up were shown in the same way, with strong emphasis on the importance of knowing functions of each before indicating their use in scripts or commercials.

Since "balop" slides are used extensively by advertisers new to television or on a limited schedule, Mr. Mitchell dwelt at length on limitations and peculiarities of both opaque and transparent slides.

Second Session

Second session, Jan. 10, was devoted to camera "do's," with "closed circuit" demonstrations of improvements in live commercials which had had enough preparation time. Mr. Mitchell stressed the need for meeting the established 48-hour copy deadline in order to give announcers time to fully prepare their commercials. A discussion of live studio shows and correct procedures for slide and film copy followed.

Facilities for local film production were discussed by production heads of four local studios. Costs of various types of animation, slides and film strips were compared.

Though it embraced the largest group, the agency clinic was only one of a series begun last spring under Mr. Mitchell's direction.

The first was conducted for civic and governmental representatives in preparation for a *Civilian Defense* series. Its purpose was to acquaint the speakers and instructors with "on-camera" procedure, so that they could produce smoothly-geared programs, as wel as instructive ones.

VAN COMBS, (l), manager of Ruthrauff & Ryan's Houston office, gets a detailed explanation of the camera functions from Paul Huhndorff, (r), KPRC-TV chief engineer. Bert Mitchell, station program director, looks on.

* * *

Traffic Safety Division of the Houston Police Dept. was briefed in the same way in a three-session clinic by Mr. Mitchell for a safety series conducted for children Saturday mornings.

Largest of "on-camera" clinics was held to familiarize members of the Houston Ministerial Alliance with fundamentals of performing before the TV cameras. This instruction covered a two-week period and was in preparation for the *Strength of the Nation* series.

Other clinics have been held for school teachers; for lecturers at the popular public service feature *Nature in Action*, conducted under auspices of the Museum of Natural History; and for regional agricultural leaders scheduled to appear on Bill McDougall's *RFD-TV*.

Next series of clinics will be conducted for individual agencies who want to go deeper into television production than larger meetings will allow. These sessions will begin in February and will be held at weekly intervals.

With the beginning of the agency clinics, KPRC-TV extended its advisory service beyond the realm of public service programs into a new field of commercial activity.

ED SULLIVAN

Will Take to Road For L-M Promotion

ED SULLIVAN, star of *Toast of the Town* on CBS-TV, sponsored by Lincoln-Mercury cars, will barnstorm for his sponsor in a unique sales promotion campaign that will take him on flying visits to more than 1 major department stores through the country to introduce the new 19 Lincoln.

Between TV shows, he will make special one-day appearances as a feature of the "Modern Living Perspective" promotion, planned by Lincoln-Mercury and the Drexel Furniture Co., wherein the car will be shown in connection with the firm's modern furniture.

Mr. Sullivan will emcee special "modern living" fashion shows, appear on local television and radio programs, attend civic ceremonies and lead "Lincoln" parades arranged by the local Lincoln-Mercury dealer.

The plan, set up by Kenyon & Eckhardt, New York, for Lincoln-Mercury, and John Falkner Arndt Co., Philadelphia agency, representing Drexel, will include the following:

1. The 1952 Lincoln will be shown with the Drexel furniture, home accessory items and women's fashions to dramatize the "casual" trend in "modern living." Supporting this will be posters, banners, pictures and ad blow-ups in store wide promotion of the "modern living" theme.

2. Fashion shows will be staged in many of the stores to show how the car, furniture and women's clothing all go together in the new American living scheme. Mr. Sullivan will emcee these shows wherever possible.

3. Lincoln's advertising promotion and publicity tie-ins with the Drexel Co. include copy mentions of the 1952 Lincoln in Drexel's national advertising.

4. Lincoln-Mercury, in addition to promoting the department stores where Mr. Sullivan will appear, will integrate copy mentions of the "perspective" theme in national advertising and in radio-TV.

5. The department stores and Drexel furniture dealers will promote the "modern living-perspective" theme locally in radio-TV time spots and newspapers and will provide customers with names and locations of Lincoln-Mercury dealers.

COLOR ORDER

Sen. Johnson Questions Wilson

STINGING criticism of government policy prohibiting the production of color TV sets has been unleashed by Sen. Ed C. Johnson (D-Col.), guardian for communications on Capitol Hill.

Basis of attack was the order issued by the National Production Authority which formalized the agreement reached by government authorities and industry representatives at last fall's color television conference.

Sen. Johnson branded the order as "just another unwarranted crippling blow aimed directly and specifically at color television" and an attempt to regulate the end product."

These views were outlined in an exchange of correspondence between Sen. Johnson and Defense Mobilizer Charles E. Wilson, released for the first time last Thursday.

The Senator's criticisms served to generate feverish interest in the forthcoming, second industry conference called by NPA for Feb. 8. The meeting is pointed to clearing the air on confusion revolving around the current order and to obtain the advise and views of radio-TV manufacturers.

At stake is the future of such projects as color theatre TV and, indeed, whether manufacturers may be permitted to turn out even a small quantity of receivers and related equipment.

Reports Confirmed

Sen. Johnson's remarks, at long last, confirmed reports that he had written to Mr. Wilson expressing disfavor with the order. Moreover, they signified he had broken a long silence on the color blackout since his initial statement following last October's ODM-DPA-industry meeting.

At that time, the communication-minded legislator's first reaction was that order "is a phoney" and illogical, and that any cessation of color TV manufacturing "would be a major disaster" [B•T, Oct. 29, 22, 1951].

In his reply, dated last Tuesday, Defense Chief Wilson conceded that there has been a "misunderstanding on the part of one company" and said NPA would call a second conference "to obtain the advice of the entire industry on whether the order (M 90) embodies the type of control most effective and appropriate to accomplish the objectives" stated at last October's meeting.

Mr. Wilson apparently alluded to either Paramount Pictures, which hopes to manufacture the Lawrence tri-color tube through Chromatic Television Labs., or 20th Century Fox Film Corp., which is cooperating with CBS and General Electric Co. on the Eidophor color theatre TV system.

It is freely acknowledged in NPA quarters that the second meeting was set on the basis of complaints raised by these two groups, who have questioned the ambiguity of the regulation with respect to each project.

Attorneys for the Eidophor-CBS project last week also released copies of a brief prepared on behalf of the Motion Picture Assn. of America, of which 20th Century is a member, and Theatre Owners of America.

In his letter to Mr. Wilson, dated last Dec. 14, Sen. Johnson said that the Senate Interstate & Foreign Commerce Committee, of which he is chairman, "has followed and nursed color television through years of deadly struggle and will not, without protest, idly stand by and see it delayed arbitrarily and capriciously."

"I have great hopes that you may check . . . to learn why your position (at the Oct. 25 meeting) was abandoned and an unwarranted discriminatory policy imposed," Sen. Johnson told Mr. Wilson. "I feel certain this arbitrary and discriminatory action was not taken with your knowledge or consent."

Referring to published reports of last fall's conference, the Commerce Committee Chairman felt "it was apparent . . . that the Chromatic Television Labs. Inc. . . or anyone else for that matter, could go ahead and manufacture color equipment so long as additional materials, other than those duly allocated, were not required . . ."

NPA authorities indicated after that conference that the action on color sets indicated a radical new policy—the banning of end products. The NPA order, however, flatly prohibits any manufacture of color TV sets or attachments. [B•T, Nov. 26, 1951].

See Home Use Ban

Some attorneys have construed the directive as meaning, however, that commercial production of color sets for home use is intended rather than for theatre projects. NPA never satisfactorily interpreted the regulation.

Partial text of Sen. Johnson's opening remarks to Mr. Wilson:

On October 19, 1951, in an exchange of correspondence with Mr. Frank Stanton, President, Columbia Broadcasting System, you requested "the Columbia Broadcasting System to suspend its plans for the manufacture of color television receivers in order to conserve critical materials until such time as those materials are in sufficient supply to warrant production." I was keenly disappointed when I read that letter since it meant the public would be deprived of this phenomenal improvement in the television art for an indefinite period when it was just within its grasp. But, of course, the military needs must be given priority. There can be no compromise where the genuine requirements of the military are concerned.

As you know, every conceivable legal maneuver and technical roadblock has been used in the past years to delay the availability of color television to the general public. It is my opinion that without the herculean efforts on the part of Columbia Broadcasting System, color television would have been years away. . . .

Referring to the agreement reported in a joint release by the Office of Defense Mobilization and

(Continued on page 98)

Godfrey Skates High

CBS-TV claimed the *Arthur Godfrey and His Friends* ice show last Wedneseday night scored "a new Trendex rating high"—a rating of 49.0 with share-of-audience of 73.7. By comparison, network spokesmen said, next-best opposition rating was 10.7 with 16.1 share-of-audience.

ABC-TV'S '51 GROSS

Over $18 Million

ABC-TV's gross billings in 1951 nearly tripled that network's 1950 totals, according to tabulations that contain an estimated figure for last December. ABC-TV grossed $18,297,589 in 1951, compared to $6,470,916 the previous year.

General Mills and Kellogg Co., with gross billings of $1,460,037 and $1,032,972, respectively, were the largest individual advertisers on ABC-TV. These two companies contributed heavily to the $4,346,396 gross billings, ascribed to the Food and Food Products, making that category ABC-TV's leading sponsor classification.

Automobile, Trucks & Accessory advertisers ranked No. 2 in the network's tabulation by classification, with a gross of $2,434,113.

TV Gross Network Time Sales

MONTH	1951	1950
January	$ 1,285,665	$ 225,865
February	1,258,484	189,968
March	1,526,919	341,002
April	1,424,835	362,119
May	1,370,763	357,508
June	1,402,127	388,266
July	1,340,385	213,522
August	1,448,376	249,846
September	1,614,907	476,996
October	1,806,863	1,181,199
November	1,908,265	1,268,088
December	*1,910,000	1,216,131
TOTAL	*$18,297,589	$6,470,916

*Estimated

1951 by Classifications

Food & Food Products	$ 4,346,396
Automobiles, Trucks & Acc.	2,434,113
Radio, Ref., Electrical Appliances	2,155,490
Beverages	1,792,856
Drugs and Toilet Goods	1,203,458
Clothing and Dry Goods	1,165,369
Jewelry and Accessories	934,302
Cigars, Cigarettes & Tobacco	827,787
Religion	754,613
Miscellaneous	728,327
Laundry Soap and Cleaners	721,287
Confections	517,324
Household Furnishings & Acc.	415,184
Lubricants, Petroleum Products & Fuel	194,133
Publications	76,405
Politicals	30,545
TOTAL	$18,297,589

1951 by Advertisers

General Mills Inc.	$1,460,037
Kellogg Company	1,032,972
Lorillard Corp.	799,455
Nash-Kelvinator	751,141
The Goodyear Tire and Rubber Co. Inc.	751,095
Ralston Purina	689,568
Bendix Home Appliances	647,006
Canada Dry Ginger Ale Inc.	626,565
Schlitz Brewing Co.	540,704
Gruen Watch Co.	496,408
Admiral Corp.	477,659
Philco Corp.	410,782
Iron Rite Corp.	405,730
Cluett Peabody	387,648
Procter and Gamble	354,777
Peters Shoes	335,977
B. T. Babbitt Co.	329,913
M&M Ltd.	315,090
McKesson and Robbins	314,380
Wine Corp. of America	310,572
Packard Motors	293,033
Dodge Division of Chrysler Motors	290,055
Young People's Church of the Air	289,398
Green Giant Company	277,669
Jacques Kreisler	233,265
Seeman Bros.	231,159
C. A. Swanson	228,694
Warner Hudnut	212,472
Best Foods	197,311
Anthricite Institute	195,868
Arnold Bakers Inc.	189,789
Arthur Murray	177,676
Voice of Prophecy	170,402
Cory Co.	160,039
Hudson Motor Car Co.	158,950
Schenley Inc.	153,653
Maiden Form Brassiere Inc.	147,363
Sterling Drug Co.	138,930
Seiberling Rubber Co.	136,098
Brown Shoe Co.	123,330
Rhodes Pharmacy	123,071
Ranger Joe Inc.	118,570
Celanese Corp.	115,400
Ronson Art Metal Works Inc.	113,023
Blatz Brewing Co.	111,410
Masland & Sons	111,350
Masen Au Magenheimer	107,351
U. S. Air Force	105,627
Hollywood Candy Co.	94,882
American Safety Razor	91,605
Toni Co.	87,925
American Dairy Assn.	86,967
Bauer & Black	85,279
Billy Graham	83,025
Gospel Broadcasting Associates	79,095
Wander Co.	78,875
Bonacide	72,675
Hazel Bishop	71,940
America For Christ	65,357
Time Inc.	62,138
General Shoe	59,177
Northam Warren	55,139
Word of Life Fellowship	48,720
Rosefield Packing Co.	48,000
Minute Maid	47,087
American Bakeries	46,891
Kaiser-Frazer Inc.	45,850
Bristol Myers	45,695
Block Drug Co.	42,625
Sam Smith Shoe Co.	42,617
Cliq Club	40,370
Fred Amen	40,050
Carter Products	39,450
Crosley Division	37,571
Sundial Shoe	37,383
Chlorox Co.	36,596
American Vitamin Co.	36,550
Jene Sales Corp.	36,270
Edgewood Shoe Co.	29,690
American Tobacco Co.	28,332
Swanson	28,000
Dupont	19,210
Beatrice Foods	18,740
Lutheran Laymen's League	18,615
Frigidaire	16,700
Campana Sales	16,350
Cresta Blanca	10,500
Pontiac Motor Division	8,101

(Continued on page 97)

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

SPECIALIZED
INDUSTRY . . .
San Diego
Yearly
Packs
60 MILLION DOLLARS
Worth of
TUNA

Wise Buyers
BUY
KFMB
For
More
Business!

KFMB-TV
Channel 8
KFMB-AM
550 - K.C.
John A. Kennedy, Board Chairman
Howard L. Chernoff, Gen. Mgr.

CBS-TV SALES

Three Buy Moore Show

SALES of three weekly quarter-hours of CBS-TV's *Garry Moore Show* to Owens-Corning Fiberglas Corp., Stokely-Van Camp Inc., and O'Cedar Corp., and renewals of some 13 other CBS-TV contracts were announced last week by Fred M. Thrower, vice president in charge of network sales.

Mr. Thrower also announced that Elgin American Div. of the Illinois Watch Case Co. had signed to sponsor the 8-8:15 p.m. segment of the hour-long *Frank Sinatra Show* (Tuesday, 8-9 p.m. EST) on Feb. 12 [B•T, Jan. 21]. Agency for Elgin American is Russel M. Seeds Co., Chicago.

New sales in the *Gary Moore Show*, presented 1:30-2:30 p.m. EST Monday through Friday, were as follows: Owens-Corning (for Fiberglas curtains and drapes), 1:45-2 p.m. Tuesday segment for 13 weeks through Fuller & Smith; & Ross; Stokely-Van Camp (pork and beans), 2:15-2:30 p.m. Friday period for 52 weeks through Calkins & Holden, Carlock, McClinton & Smith; and O'Cedar (polishes, waxes, mops), 2:15-2:30 p.m. Monday segment for 52 weeks through Young & Rubicam.

Renewals announced by Mr. Thrower included:

Electric Auto-Lite Co., *Suspense* (Tuesday, 9:30-10 p.m.) for 52 weeks, through Cecil & Presbrey.

Westinghouse Electric Corp., *Studio One* (Monday, 10-11 p.m.) for 52 weeks, through McCann-Erickson.

Lever Bros., *Arthur Godfrey's Talent Scouts* (Monday, 8:30-9 p.m.) for 52 weeks, through Young & Rubicam.

Norwich Pharmacal Co., *Sunday News Special* (Sunday, 11-11:15 p.m.) for 52 weeks, through Benton & Bowles.

National Dairy Products Corp., *Big Top* (Saturday, 12 noon-1 p.m.) for 52 weeks, through N. W. Ayer & Son.

Lincoln-Mercury Dealers, *Toast of the Town* (Sunday, 8-9 p.m.) for 52 weeks, through Kenyon & Eckhardt.

Liggett & Myers, *Stork Club* (Tuesday and Thursday, 7:45-8 p.m.) for 52 weeks, through Cunningham & Walsh.

Hudson Pulp & Paper Co., *Bride and Groom* (Thursday, 2:45-3 p.m.) for 52 week, through Biow Co.

Ronson Art Metal Works, *Star of the Family* (alternate Thursday, 8-8:30 p.m.) for 52 weeks (26 telecasts), through Grey Adv.

R. J. Reynolds Tobacco Co., the 2:15-2:30 p.m. Wednesday segment of *Garry Moore Show* for 53 weeks, through William Esty Co.

Quaker Oats, 2:15-2:30 p.m. Thursday segment of *Garry Moore Show* for 52 weeks, through Price, Robinson & Frank.

Procter & Gamble, the 2-2:15 p.m. Monday segment of *Garry Moore Show* for 52 weeks, through Compton Adv.

Corn Products Sales Co., the 2:15-2:30 p.m. Tuesday segment of *Garry Moore Show* for 52 weeks through C. L. Miller Co.

WTTV(TV) BOOST

Approved by FCC

INCREASE in transmitter power to 5 kw output, authorized by the FCC last week, will put the 5,000 uv/m contour of WTTV (TV) Bloomington, Ind., right into Indianapolis, about 40 miles away.

The power increase upped WTTV's effective radiated power from 10.88 kw to 27.2 kw. Station is now transmitting from its new antenna location on E. Hillside Ave., 707 ft. above average terrain.

Actually, the new power puts WTTV's uv/m contour 46 to 48 miles from the transmitter. The 100uv/m—still a usable signal on most TV sets—ranges from 60 to 65 miles from the transmitter site, encompasses such Indiana markets as Greensburg, Shelbyville, Terre Haute and Vincennes.

WTTV was virtually handbuilt by its owner, Sarkes Tarzian, engineer and electronics components and parts manufacturer. Bloomington has a population of 12,500 homes, according to the 1950 Census.

film report

Television Recording Service Inc., headed by **Benjamin Berg,** U. S. representative Eclair Camera Co., Paris, to be located at KTTV (TV) Hollywood studios with facilities for kinescoping live shows available to outside producers. **Producers Service Co.,** Burbank, installing equipment. Mr. Berg, formerly technical director KTTV newsreel, will continue to represent Eclair.

* * *

Courneya Productions, Hollywood, has moved to 412-18 S. Robertson Blvd., Los Angeles, taking over under long-term lease two adjoining buildings covering more than 8,000 square feet. Remodelled and redecorated for rental to outside producers, unit, renamed **United Producers Studios,** has three new sound stages, individual offices and fully equipped cutting rooms. Studio is also equipped with 16 mm and 35 mm shooting and recording facilities with Ernie Baumeister in charge of recording controls.

* * *

Ben and Harry Teitlebaum, owners of **Hollywood Film Co.,** suppliers of film and TV equipment, will move to new headquarters at 94 Seward St., Hollywood, within next 60 days. Building, now being remodelled, will include rental offices, film vaults and cutting rooms in addition to Hollywood Film Company.

* * *

Este Productions, Hollywood, formed by **Arthur L. Stern** and **William Trinz,** acquires TV rights to *Little Orphan Annie* and *Gasoline Alley* from *Chicago Tribune-N. Y. News* Syndicate. Each to be series of 26 half-hour films with production to start July 1.

* * *

Wynn Nathan rejoins **United Television Programs Inc.,** Hollywood, as western sales manager, having originally left to form Melcher-Nathan Agency, Hollywood TV film series packaging agency [B•T, Jan. 14].

* * *

Herman Boxer, writer-director **Dudley Pictures Corp.,** Beverly Hills, elected vice-president of firm. He will spend majority of time in N. Y.

CBS-COLUMBIA EXPANSION

Axelrod Senior Engineer

EXPANSION of the engineering department of CBS-Columbia Inc., manufacturing subsidiary of CBS, was started last Tuesday with the appointment of a new senior engineer, announced as a preliminary step toward moving the company's TV and radio production lines into its new Long Island City plant.

Albert Axelrod, formerly project engineer with Loral Electronics Corp. for three years, was named senior engineer in the Advanced Development Labs. of CBS-Columbia. A graduate of the City College of New York, Mr. Axelrod is a member of the Institute of Radio Engineers, American Institute of Electrical Engineers, and Eta Kappa Nu engineering fraternity. Enlarging the engineering department under the supervision of Leopold M. Kay, vice president in charge of engineering, was described as the first of many expansive steps to be taken before CBS-Columbia moves.

FOR
SALE

For television micro-wave relay use—one 200 foot "Skyline" double guyed tower complete with required obstruction lighting.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS,
WRITE—

J. M. McDONALD,
Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square,
Cincinnati 2, Ohio

from the VIEWER'S VIEWPOINT

"To me, the call letters KPIX really stand for TV in the Bay Area"

says:
James E. Bennett
2909 Burnette Street, Vallejo, California

People . . . viewers . . . **your** potential customers . . . write interesting letters to KPIX; interesting because so many of them reflect the feeling of **belonging** which they feel.

Mr. Bennett's is one of those many. "I feel," he writes further, "as though I am a part of the wonderful KPIX organization that brought the miracle of Television to the Bay Area."

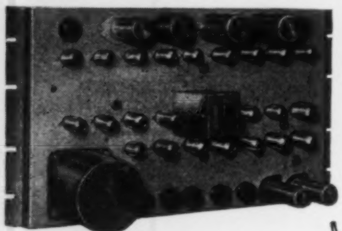
And that's a pretty wonderful way to have your viewers feel, quite apart from the fact that the extent of this feeling among thousands of San Francisco Bay Area homes represents a loyalty that has a special sponsor-value.

San Francisco's Pioneer Station

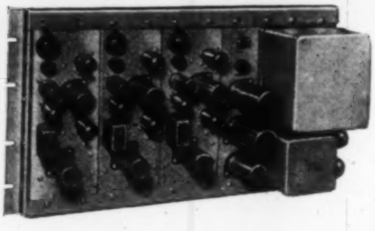
KPIX *Television* CHANNEL 5

CBS and DUMONT TELEVISION NETWORKS
Represented by
THE KATZ AGENCY

Buy 'em SINGLY . .

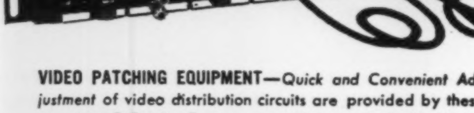


TV STABILIZING AMPLIFIER—*Does a Better Job* than any other stabilizing amplifier on the market. Some of its notable advantages are: automatic correction of sync and blanking, adjustable sync percentage, improved LF characteristics, automatic clipping of white spikes.

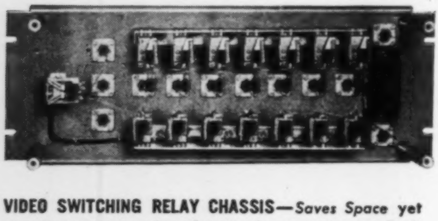


UTILITY VIDEO AMPLIFIER ASSEMBLY—*Improved Band Width and Adjustable High Gain.* Provides accurate output monitoring even when feeding telephone lines. Maintenance is low because negative feedback eliminates peaking coils and permits wider tolerance in tubes and components.

These General Electric *studio rack units* are interchangeable with any TV system!



VIDEO PATCHING EQUIPMENT—*Quick and Convenient Adjustment* of video distribution circuits are provided by these complete G-E units. Common grounds are avoided by isolation between jacks and shields. Dual control plugs are self-aligning. Easily installed. Exceptionally high reliability. Oxidation is avoided through the use of gold-plated contacts.



VIDEO SWITCHING RELAY CHASSIS—*Saves Space* yet permits easy expansion of system inputs or outputs. Each chassis is adaptable to preset control and you get fast transfer through a single transfer relay.

TV ELECTRONIC MIXER—*Lap, Fade, and Dissolve* at constant, preset rates at the touch of a finger at control panel. Unique bypass feature permits you to release three channels for rehearsal use while carrying program. It's all-electronic—operation is practically automatic.

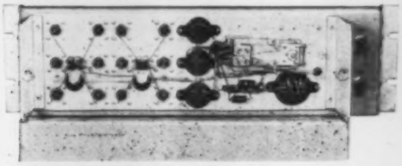
Buy 'em TOGETHER

Here's a way to replace obsolete studio rack equipment with new G-E units that meet all existing RMA performance standards.

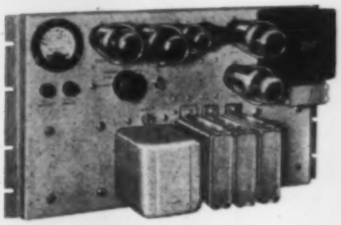
Study the items shown on these pages. With them you can modernize your sync distribution system . . . get better performance, better handling of poor input signals . . . more flexibility in video patching . . . smoother studio control all around.

All General Electric studio units are designed specifically for easy maintenance—dead front construction, no exposed voltages. Standard video controls are used throughout. Kits are available to accommodate any position of rack mounting angles.

In addition to the equipment shown here, General Electric makes a complete line of studio gear, including camera channels, sync generators, and projectors. The broadcast representative at the G-E office near you will tell you more. Call him or write: *General Electric Company, Electronics Park, Syracuse, New York.*



SYNC GENERATOR SWITCHING UNIT—*Local or Remote Switching Control* of any sync generator with RTMA output is easy with this unit. Handles four sync signals and one "sync lock" signal. Automatically switches spare sync generator into system should operating sync generator power supply fail. Video relays minimize cross-talk.



REGULATED POWER SUPPLIES—*High Current Capabilities* with low ripple make these power supplies ideal for TV station application. Single phase input, built-in voltage and current instrument. Time-delay start protects tubes.

HANDY LEATHERETTE ENVELOPE . . . will be sent on request to station managers and engineers. Inside compartment packed with illustrated specification sheets on G-E television equipment. Write: *General Electric Co., Section 2101-15 Electronics Park, Syracuse, New York.*

television equipment
GENERAL ELECTRIC

You can put your confidence in—

GENERAL ELECTRIC

Station
KRLD
TV
DALLAS
Serves
THE LARGEST
TELEVISION
MARKET . .
Southwest
DALLAS
FT. WORTH
Combined Population
DALLAS and TARRANT
COUNTIES . . .
920,500

NOW there are
148,892
Television Homes
in KRLD-TV's
Effective
Coverage Area
The CBS Station
for DALLAS and
FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

NAEB Issues Results of Its Second N. Y. Study

(Report 200)

DRAMA and variety programs together accounted for 53.3% of programming by New York television stations during the week of Jan. 4-10, it was indicated Tuesday when preliminary results of a new study by the National Assn. of Educational Broadcasters were released.

Monitoring of the full broadcast week for each of the city's seven video outlets indicated that 12 more programs were identified with educational institutions than in 1951 when a previous study, conducted during the same calendar week, registered one such program, *The Johns Hopkins Science Review.*

This year, six programs carrying an educational institution's label were aired by WATV (TV) Newark during the week, three by WPIX (TV), two by WABD (TV), one by WJZ-TV and one by WCBS-TV, under auspices of such groups as New York Board of Education, Rutgers U. and Seton Hall College. Seymour N. Siegel, NAEB president and director of WNYC New York, municipally-owned radio station, identified the increase in educational programs as "a distinct improvement in what commercial broadcasters are doing."

"We're miles and miles away from definitive criteria for what constitutes educational broadcasting," Dr. Dallas W. Smythe, U. of Illinois professor, explained. As director of studies for NAEB, he conducted the survey.

"Content analysis is undeveloped in all media of social exchange," he said. "So far, we have taken only an inventory of television with our quantitative analysis of what is broadcast, but that's the first step toward ultimate critical analysis."

Preliminary results of the second New York survey, reported Tuesday, will be followed in April by a later report, giving quasi-qualitative consideration to the kind and context of violence in TV programming, to programs standing high and low in audience acceptance according to program rating services and to filmed and live program differences.

627 Hours, 25 Minutes

During the week studied, a total of 627 hours and 25 minutes of programming was presented by the area's seven stations, an increase of 11.3% over last year. Drama programs rose from 33.2% of total air time in 1951 to 42.4% in 1952, while variety shows, consuming 18.4% of video schedules previously, have dropped to 10.9% this year. Together, the two program types comprise more than half of present schedules, however.

Listed as a sub-class of drama, crime drama shows rose almost 5% to total 14.5% in 1952. The second largest sub-class, westerns, rose 0.5% to total 8.3% of 1952 telecast time. Crime drama, intended for children, added up to 0.2% of the week's schedule, although Dr. Smythe explained that monitors were directed to take an intentionally conservative attitude in listing these programs in light of recent charges against television crime programming.

Children's programs in general dropped from 12.5% in 1951 to 11.0% in 1952. Quiz and stunt formats, holding 6.9% last year dropped to 6.3%. Domestic, weather and news programs were relatively unchanged, with respective totals of 10.8, 0.4 and 5.9% of the 1952 broadcast week. Information, public issue and public events programs had low totals in the post-holiday week and telecasts on fine arts were unchanged from last year's 0.1%. Low spot was held by classical dance programming, which decreased from last year's 0.1% to zero in 1952.

Bulk of the analysis was made on the assumption that a program may be classified as a single unit on the basis of its content. Breakdowns to allow for differing segments of a single show, however, showed increases for such categories as popular music, personalities, sports and classical music.

Advertising was divided into

(Continued on page 79)

Weekly Television Summary—January 28, 1952—TELECASTING Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	13,000
Ames	WOI-TV	73,441
Atlanta	WAGA-TV, WSB-TV WLTV	165,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	358,052
Binghamton	WNBF-TV	50,150
Birmingham	WAFM-TV, WBRC-TV	81,100
Bloomington	WTTV	125,000
Boston	WBZ-TV, WNAC-TV	847,725
Buffalo	WBEN-TV	247,503
Charlotte	WBTV	122,970
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,056,949
Cincinnati	WCPO-TV, WKRC-TV, WLWT	325,000
Cleveland	WEWS, WNBK, WXEL	567,692
Columbus	WBNS-TV, WLWC, WTVN	200,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	148,892
Davenport	WOC-TV	85,134
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Dayton	WHIO-TV, WLWD	227,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323
Erie	WICU	82,765
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	148,892
Grand Rapids	WOOD-TV	135,000
Greensboro	WFMY-TV	97,605
Houston	KPRC-TV	116,000
Huntington-Charleston	WSAZ-TV	72,649
Indianapolis	WFBM-TV	192,500
Jacksonville	WMBR-TV	52,000
Johnstown	WJAC-TV	132,732
Kalamazoo	WKZO-TV	170,560
Kansas City	WDAF-TV	180,775
Lancaster	WGAL-TV	130,804
Lansing	WJIM-TV	80,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	1,334,899

City	Outlets on Air	Sets in A
Louisville	WAVE-TV, WHAS-TV	130,0
Matamoros (Mexico), Brownville, Tex.	XELD-TV	11,1
Memphis	WMCT	115,
Miami	WTVJ	102,
Milwaukee	WTMJ-TV	305,
Minn.-St. Paul	KSTP-TV, WTCN-TV	280,
Nashville	WSM-TV	54,
New Haven	WNHC-TV	224,
New Orleans	WDSU-TV	71,
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,750,
Newark	WATV	
Norfolk	WTAR-TV	97,
Oklahoma City	WKY-TV	112,
Omaha	KMTV, WOW-TV	114,
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,010,
Phoenix	KDHO-TV	53,
Pittsburgh	WDTV	342,
Providence	WJAR-TV	191,
Richmond	WTVR	105,
Rochester	WHAM-TV	109,
Rock Island	WHBF-TV	85,
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	71
San Antonio	KEYL, WOAI-TV	61
San Diego	KFMB-TV	124
San Francisco	KGO-TV, KPIX, KRON-TV	29
Schenectady-Albany-Troy	WRGB	19
Seattle	KING-TV	12
St. Louis	KSD-TV	34
Syracuse	WHEN, WSYR-TV	13
Toledo	WSPD-TV	15
Tulsa	KOTV	[illegible]
Utica-Rome	WKTV	[illegible]
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	[illegible]
Wilmington	WDEL-TV	[illegible]

Total Markets on Air 64* **Total Stations on Air 109*** **Estimated Sets in use 15,0**

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all necessarily approximate.

Another public service for Atlanta

"Our World Today" is a weekly panel-type show on current events. Participants are senior students from the High Schools of Greater Atlanta. Moderator is Wright Bryan, editor of The Atlanta Journal.

The program was planned and is produced by the WSB-TV staff in cooperation with Atlanta's city school superintendent.

As you can well imagine these programs have inspired much favorable comment. And advertisers are given another insight on the reason why WSB and WSB-TV hold such enviable positions in the hearts and homes of the people they serve.

Affiliated with The Atlanta Journal-Constitution. Represented by Edw. Petry Co.

wsb-tv

World's tallest TV tower
50,000 watts

WSB-TV
BASS HIGH SCHOOL
PAT MILLER
CAROLYN HENDRICKS
DON FATTIG
CHARLENE DAVIS
OUR WORLD TODAY
The Atlanta Journal
"Covers Dixie Like the Dew"

WHEN
TELEVISION
SELLS . . .

IN
SYRACUSE

Jack Rubenstein, genial owner of the Rochester Sample Shoe Store in Syracuse, says, "These youngsters aren't the only friends I've made for my business since I've been on WHEN television. The volume in all departments — children's, men's and women's has increased 28% as a result of my WHEN television advertising."

Say WHEN
TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND GET THE FACTS ON CENTRAL NEW YORK'S BEST TIME BUYS.

- FIRST with television in Central New York
- FIRST with afternoon TV
- FIRST with morning TV

CBS • ABC • DUMONT

WHEN
TELEVISION
SYRACUSE

A MEREDITH STATION

STATION LIMIT

Two Support NBC View

FIRST open support for NBC's recommendation that the FCC permit additional UHF-TV stations to owners who already have the present limit of five stations came last week from Fort Industry Co. and the National Appliance & Radio Dealers Assn. [B•T, Jan. 21, 14, 7].

Fort Industry, in a Jan. 22 letter to the Commission over President George B. Storer's signature, recommended that the limit for single ownership be placed at seven, as it is with AM. Mr. Storer emphasized that the proposed number of TV stations (550 VHF and 1,350 UHF) was roughly equivalent to the 2,335 AM stations in operation today. Therefore, he said, the ownership limitations should be equal.

No distinction should be made between VHF and UHF holdings, Mr. Storer said. He expressed the belief that such a move would aid the establishment of UHF through encouraging large companies, networks and newcomers to move into UHF.

Radio TV dealer Mort Farr, president of NARDA, listed these reasons for favoring the lifting of the five-to-one customer limitation as recommended by NBC: (1) It will bring experienced telecasters into UHF operations; (2) it will bring substantial capital to UHF, with better programming than is possible from those with limited capital; (3) it will aid in the sales of UHF receivers and converters, thus building an audience more quickly.

WAAM (TV) SEMINAR

Schools, Industry to Attend

SECOND annual regional television seminar will be held at WAAM (TV) Baltimore Feb. 15 and 16 in cooperation with American U., Johns Hopkins U., Temple U., U. of North Carolina and the U. S. Office of Education.

Participants will include William I. Kaufman, casting director, NBC-TV; Edward B. Roberts, BBDO script editor for *Circle Theatre;* John T. Madigan, ABC-TV director of news and special events; John S. Hayes, president of WTOP-AM-TV Washington; Les Aries Jr., assistant director of programming and production, DuMont Television Network, and Herbert B. Cahan, program manager of WAAM.

Mayers Elected

ARCHIE MAYERS, president of Unity Television, was elected board chairman of the National Television Film Council at the first directors meeting last week. John Battison, TV consultant, producer, director and author of the book, *Movies for TV*, was elected secretary. Robert Paskow, WATV (TV) Newark, who was secretary, resigned that post to give full effort to NTFC's TV Committee.

J. LEONARD REINSCH (l), managing director of the Cox radio and TV pro-erties, and George C. Biggers (r), president of Atlanta Newspapers Inc., licensee of WSB-AM-FM-TV Atlanta, talk politics with Sen. Richard Russe (D-Ga.) on a WSB-TV program.

UHF FATE

FM History Recalle In Procedure Debat

WILL UHF television go the way of FM?

That question was being posed last week in conversational debates ov post-freeze procedures.

Particular emphasis has been placed upon the recommendations of th Federal Communications Bar Assn. that all applicants be consolidated into one hearing when they outnumber the available channels in individual cities [B•T, Nov. 26, 1951].

Latest to take up the cudgels against the FCBA recommendation is William E. Ware, owner of KSTL St. Louis and pioneer FM station operator.

In a Jan. 16 letter to FCC Chairman Wayne Coy, Mr. Ware called attention to reports that the Commission is considering consolidated hearings. He warned:

"With the FM debris still visible in our industry, it behooves all of us to see to it that the same stumbling blocks that thwarted that medium are not placed before UHF . . . What possible reason could there be to delay construction and operation of uncontested UHF installations while we are waiting out the results of the tortuous VHF hearings?"

Number of VHF hearings might decrease if the Commission decided not to consolidate VHF and UHF applicants, Mr. Ware said. "Many prospective TV station operators would put their initial finances and drive behind UHF and elevate the medium to its proper place more rapidly if they thought that by so doing they would escape a hearing," he observed.

If a consolidated hearing procedure is adopted by FCC, Mr. Ware said, most applicants would apply for "the more desirable VHF channels safe in the thought that all losers can immediately reapply for UHF and still get on the air together with their more successful VHF opponents."

Chairman Coy had not replied to Mr. Ware as of last Thursd but in reply to a similar letter fr S. A. Cisler, WKYW Louisvi taking the same viewpoint [On MIKE, Dec. 31, 1951], Mr. Coy a swered that the matter was s under consideration.

ABC-TV TO NART

All Networks Belo

NARTB attained the 100% mem bership mark for TV netwo membership last week when AB announced that it was joining th association, bringing along its fi owned video stations [B•T, Jan. 7]

Harold E. Fellows, NARTB pres ident, and Robert E. Kintner, ABC president, jointly announced th network's decision to join NBC DuMont and CBS Television ne works in association membersh

Alexander Stronach Jr., ABC-T vice president, will represent th network on the NARTB televisi board. The five ABC-owned T stations are WJZ-TV New Yo WENR-TV Chicago, WXYZ-T Detroit, KECA-TV Los Ange and KGO-TV San Francisco.

On behalf of the association, M Fellows said, "It is indeed grati ing that 100% of the televisi networks and 80 of the nation's 1 television stations are now NARTB television membersh As we rapidly approach comp unity in the industry, it is appa that there is a recognized need coordination in meeting our co mon problems with self-exam tion and united action. We he ily commend ABC for this m contribution to the ultimate u cation of American television."

RANGERTONE
BEST FOR TV FILMS
USED BY

GLEN GLENN
SOUND
COMPANY
6624 Romaine Street
Hollywood 28, Calif.

SYNC-SOUN
RANGERTON
73 WINTHROP S
NEWARK 4, N.

Only One Source gives you Double Duty TV!

Highest Quality Studio Programming Resources—plus

Portable Packaging for Maximum Studio-Field Flexibility!

When you invest in GPL TV *studio* equipment, you're buying *field* equipment as well. Every GPL unit provides unparalleled flexibility, light weight, easy handling, precise control. Let GPL engineer *your* station, from camera to antenna. Have *The Industry's Leading Line*—in *quality*, in *design*.

Camera Unit

Precision-built, lightweight, fast-handling. Push-button turret, remote iris control, remote focus and range selection. Easiest to service.

Camera Control Unit

Touch-identified controls. 8½" monitor tube. Split or single headphone intercom system. CRO views horizontal, vertical, and vertical sync block. Iris control.

Camera Power Unit

Rugged, dependable, compact. Matched to other units in GPL chain. Standard relay panels swing out for maintenance.

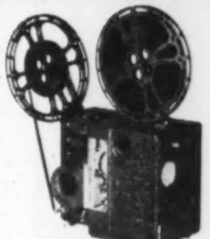
Synchronizing Generator

Affords maximum circuit reliability without operator adjustment. Binary counters and delay lines, stable master oscillator. Built-in power supply.

Complete TV Station Installations from Camera to Antenna

Video Switcher

Full studio flexibility anywhere. Control can view, preview, fade, dissolve, etc. Views any of 5 inputs, 2 remotes, outgoing line. Twin fade levers.

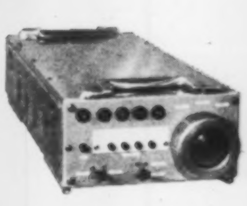


3-2 Projector

Portable sync unit. No need for special phasing facilities. Projects rear-screen or "direct in." Ideal for remote origination of film. Relieves load on Telecine.

Professional TV Projector

Highest quality 16-mm projector designed specifically for TV. Delivers 100 foot-candles to tube. Sharp, steady pictures from 4000-foot film magazine.



Remote Control Box

Provides revolutionary remote control of camera focus, lens change, pan, tilt. Styled to match other components in the GPL TV line.

SEE REMOTE CONTROL IN ACTION—BOOTH 18-20 I. R. E. SHOW!

WRITE
WIRE
OR PHONE
FOR DETAILS

General Precision Laboratory

INCORPORATED

PLEASANTVILLE **NEW YORK**

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

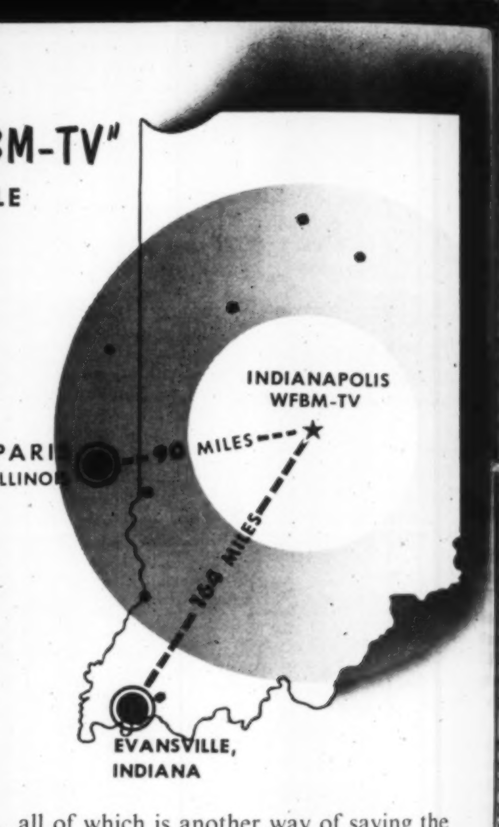
"Most people in Evansville like WFBM-TV best"

Says **A. J. CRAIG of CRAIG RADIO**
2117 West Franklin
Evansville, Indiana

You get a BIG BONUS IN SETS ON WFBM-TV INDIANAPOLIS

"In Paris all our Customers watch WFBM-TV"

Says **McCLELLAND EVERSOLE**
Eversole Appliances
206 West Court Street
Paris, Illinois



★ Advertising really gets around when it goes out on WFBM-TV!

Far as they are beyond the 60-mile WFBM-TV area, the folks in sizeable communities like Evansville, Indiana, and Paris, Illinois, to say nothing of thousands of others on the farms and in smaller communities in a wide "outside" circle, get *their* TV via this famous Indianapolis station.

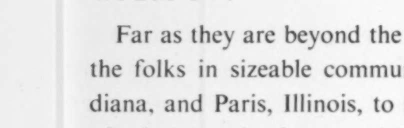
That's important news for *your* clients. It means the cost per TV impression on WFBM-TV is one of the biggest bargains in the nation. And there's even more to the story. Indiana is among the top ten states of the nation in the value of her industrial and agricultural products . . . all of which is another way of saying the Hoosier family income is HIGH, and so is its standard of living! Good television advertising can capture a fair share of that income for *your* clients on Indiana's first station—WFBM-TV!

WFBM Radio Is First in Listening, Too!

★ FIRST *in the morning!* ★ FIRST *in the afternoon!* ★ *and a* GREAT BIG FIRST AT NIGHT! 50% more listeners at night than any other Indianapolis station.

★ Hooper Ratings, February through April, 1951.

First in Indiana



WFBM-TV

Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY

TELEMETER

Trade Showing Not Set

O TRADE demonstration of Tele- eter pay-as-you-see subscription V equipment is contemplated be- ore late February when Carl eserman, vice president of Inter- ational Telemeter Corp., which ointly owns the device with Para- ount Pictures Corp., returns to e West Coast.

Mr. Leserman is in New York r several weeks of conferences ith Paul Raibourn, vice president f Paramount Pictures and board hairman of ITC, and other execu- ives of the latter firm.

Meanwhile, twice-weekly field ests in the Los Angeles area are ontinuing over KTLA (TV), wned and operated by Paramount V Productions [B•T, Sept. 3, 951]. FCC granted extension of he experimental tests through May 10, Mr. Leserman said. They riginally started last October for 0 days during KTLA off-hours etween midnight and 9 a.m., with ix receiving sets being used.

Although Palm Springs, Calif., City Council recently gave ITC ap- roval to bring cables into the ountain-ranged community so hat TV signals can be received rom Los Angeles [B•T, Dec. 24, 951], Telemeter tests in that esert town aren't expected to get nder way before late fall or early inter, it was said. It is planned o have around 1,000 Palm Springs V sets equipped with the Tele- eter coin receiving device when ests get under way.

It has been pointed out that the elemeter system is basically the ame as other proposed subscriber V methods in that programs are crambled and require an attach- ent to the receiver to unscramble he picture. Difference is in un- crambling device used, it was ex- lained.

A coin-operated mechanism iden- ified as a "comparator" is attached o the set in the Telemeter system. t receives a multiple of 5 cent ieces up to $2 and actuates the nscrambler when the required amount of money is inserted. The "comparator" also is equipped with a magnetic tape which records the ode number of the program ac- epted by subscriber.

DAILY NBC-TV quarter-hour program, *Dave 'n' Charley*, features only two people, Dave Willock and Cliff Arquette. But, in addition to director John B. Lyman III and three immediate assistants, 38 technicians are required to put the two on film.

TELESCRIPTIONS

ANIMATED AND LIVE ACTION TV FILM SPOTS

20-Second and 1 Minute

82 VICTOR BLDG • WASH. D. C

Sterling 4650

Telestatus

(Continued from page 74)

primary (when both audio and video are interrupted for delivering a sales message) and secondary (when only one sense is interrupted). In the 1952 week, 3,104 primary advertisements adding up to 51 hours and 31 minutes were clocked, an increase of 14% in number but a decrease of 7% in time over 1951 figures. Primary advertisements amounted to 8% of total time on air as compared to 10% a year ago. Reliability has not been checked, but NAEB learned, during last spring's analysis of TV programming in the Los Angeles area, that the monitoring technique employed misses up to 10% of advertising time.

First New York survey listed percentages of program time devoted to primary advertising as follows: WCBS-TV, 8%; WNBT (TV), 18%; WABD (TV); 11%; WJZ-TV, 11%; WOR-TV, 7%; WPIX (TV), 9%; WATV (TV), 6%. The 1952 study results were: WCBS-TV, 8.0%; WNBT (TV), 9.8%; WABD (TV), 11.3%; WJZ-TV, 8.7%; WOR-TV, 6.0%; WPIX (TV), 7.6%; WATV (TV), 6.6%.

The third survey to be conducted by NAEB, the study was financed by the Fund for Adult Education of the Ford Foundation. Video receivers were located at the Biblical Seminary, New York, and were watched by 35 monitors, all graduate students in psychology and sociology at Columbia U. and New York U., chosen after three-day trial runs from a field of 60 candidates.

AFM DEMAND

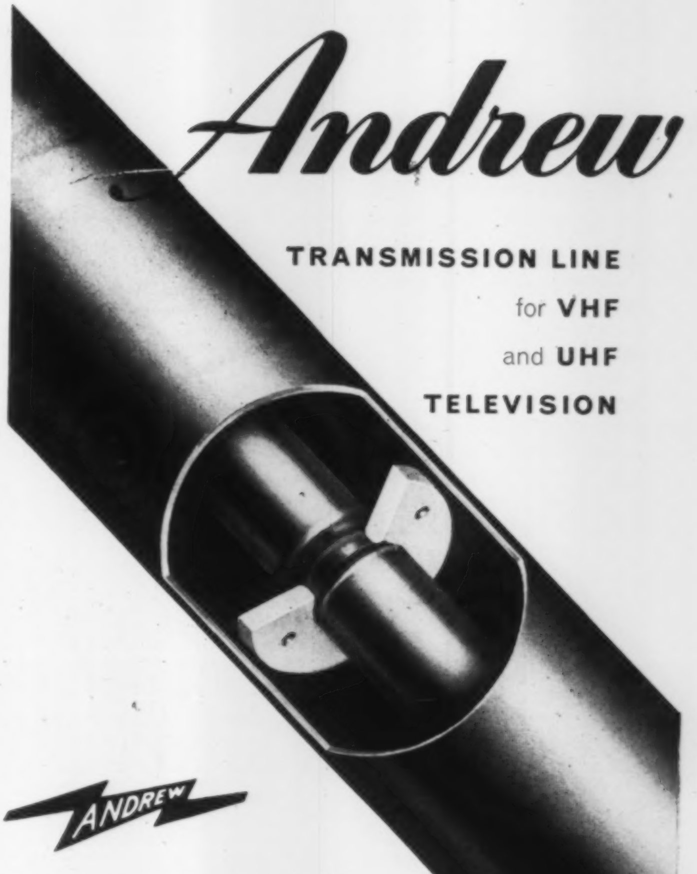
Is Resisted by Nassers

EFFORT of the American Federation of Musicians to force James and George Nasser to sign a 5% recording trust fund agreement for films released to TV will be resisted, the Nassers declared. Their statement followed postponement to "sometime in early February" of the show cause petition with the Los Angeles referee in bankruptcy.

George T. Goggin, the Nassers' attorney, said the brothers would not sign the AFM pact for rescoring films unless directed by the court. AFM intervened, alleging it had an agreement with the Nassers who in turn seek return of four movies from United Artists.

More Hotel TV

NEW YORK's 2,000-room Hotel Commodore is the latest hostelry to install television in guests' rooms, with completed work announced by Wells Television Inc. which made the installation. Rooms are equipped with 17-inch RCA Victor TV sets mounted on turntables. More than 75 hotels throughout U. S. have installed TV through Wells, firm said.


Andrew

TRANSMISSION LINE for VHF and UHF TELEVISION

ANDREW

leading, most experienced manufacturer in the field—offers a complete series of coaxial transmission lines for TV service at frequencies from 54 to 890 MCS. The use of TEFLON* insulators minimizes impedance discontinuities, increases efficiency. To obtain optimum performance, ANDREW coaxial line is compensated by under-cutting the inner conductor. A complete selection of accessories for VHF and UHF TV line is available. For additional information on these, and on transmission line applications, please write to the ANDREW sales department.

*TRADE-MARK FOR DU PONT TETRAFLUOROETHYLENE RESIN.

Andrew CORPORATION
363 EAST 75TH STREET, CHICAGO 19

ANTENNA SPECIALISTS

TRANSMISSION LINES FOR AM-FM-TV-MICROWAVE • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT

LOEB CASE

Sees 'Nothing Gained' In Union Censure

SAYING he had been compelled to accept a resolution of his case that was unsatisfactory to him, Actor Philip Loeb nevertheless indicated Thursday he saw "nothing gained" in putting a union label of "unfair" on the video program, *The Goldbergs*, from which he charges he was blacklisted.

It was announced Friday morning that a settlement had been made for the more than two years remaining in Mr. Loeb's contract to play the role of Papa in *The Goldbergs*. Mrs. Berg was reported to have agreed paying about $40,000 to the actor, provided *The Goldbergs* remains on television during that time. Spokesman for Mr. Loeb's counsel said, however, that the amount is "higher than that." Settlement was made at instigation of TV Authority.

Mr. Loeb's statement, with one by Mrs. Gertrude Berg, author, owner, and lead actress of the same show, and another by George Heller, national executive secretary of Television Authority, was released Thursday afternoon just as a general TVA membership meeting was to be held in New York. Consideration of the Loeb case was listed as special business during the meeting, according to notices sent to members.

Mr. Loeb's statement:

Despite the fact that I believe a grave injustice is being done to myself and others in the entertainment industry by this "blacklisting," I appreciate Mrs. Gertrude Berg's position throughout this situation. I see nothing gained in this particular case by creating a situation which will interfere with the return of *The Goldbergs* or which would deprive other actors of employment on this show or disappoint millions of viewers who have been looking forward eagerly to its return.

I have felt compelled to accept a resolution of my case which is unsatisfactory to me. This does not mean that I regard the vicious practice of blacklisting as inevitable. I believe that the industry and unions must and can, if the will is there, evolve a policy and procedure by which an actor who wishes to maintain his lawful independence of thought and action cannot be deprived of the opportunity to practice his profession. I have made it clear that I feel completely free to continue the fight against blacklisting. I will continue to press for a fair and impartial hearing of my case so that my innocence of unlawful or subversive conduct can be demonstrated to the American public.

Statement by Mr. Heller read:

TVA wishes to commend Gertrude Berg for her courageous stand during the past one and half years against blacklisting in broadcasting. We appreciate that her discontinuance of Philip Loeb's services was necessitated by broad pressure beyond her co trol and does not constitute a refle tion on Mr. Loeb. TVA is currentl meeting with important segments the broadcast industry to determi upon a specific industry-wide plan deal with blacklisting and to avoi the unfortunate dilemma which co fronted Gertrude Berg and Phili Loeb as individuals.

TVA deems the practice of blac listing and the detriments necessari arising from such practices to inn cent persons as diametrically oppos to the time-honored American pr ciple that an accused person has t inherent and vested right to a ju and fair hearing and a man must regarded as innocent until prove guilty. TVA intends to give Mr. Lo the hearing which he has request and to which he is entitled.

Mrs. Berg said:

Philip Loeb has stated categorical that he is not and never has been Communist. I believe him. No e dence has been presented to the co trary. I believe in the American pr ciple that a person is innocent u proven guilty. In these respects, the is no dispute between Philip L and myself.

I have had to discontinue the se ices of Philip Loeb because of failure of anyone to assure emplo ment to persons who are merely c troversial as contrasted with th who are Communists. Since going the air last June I have fought make this distinction and conti Mr. Loeb's services. I regret that efforts have been unavailing since th is a problem which can be solved o by the industry as a body and not me as an individual.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CIT

THOMAS ELECTED

Is Hollingbery V. P.

EUGENE S. THOMAS has bee elected vice president of the Geor P. Hollingbery Co. and placed i charge of the company's expan ing television activities, it was announced last week.

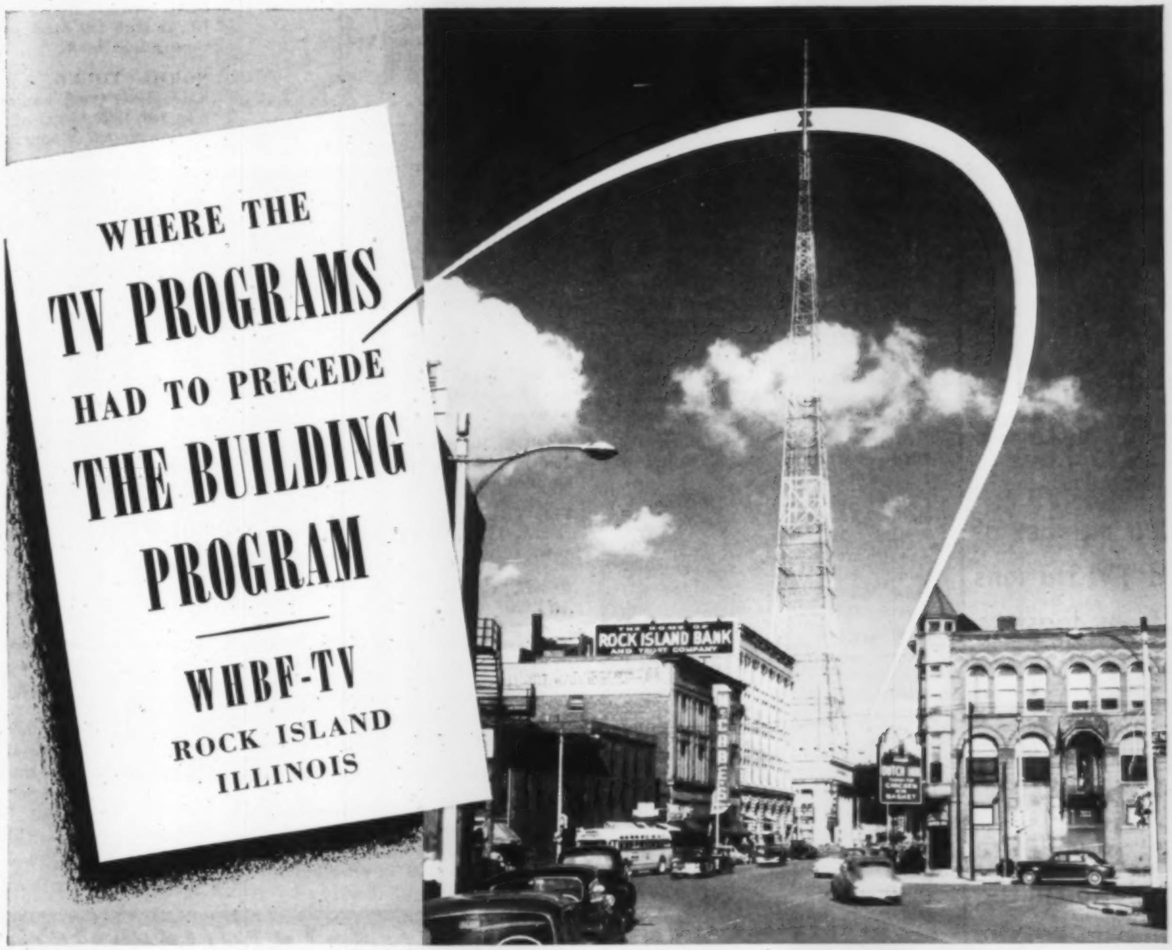
Mr. Thoma

Mr. Thomas has just completed a year as the first chairman of the board of television directors of NARTB. He is expected to assume his new post today (Monday) in New York.

A pioneer telecaster, Mr. Thom will head the Hollingbery nati wide sales efforts for its list of T stations. These stations incl WGN-TV Chicago, WHAM-T Rochester, WHIO-TV Dayton a WWJ-TV Detroit.

Also, he will counsel applica for TV licenses as they prep for the FCC hearings and will g general counsel on the plann construction and operation of vi stations.

Prior to entering television, Thomas was for 10 years s manager of WOR New York. was first general manager WOIC (TV), now WTOP- Washington, was manager of t vision operations of WOR-TV N York and for years has served TV station consultant.


WHERE THE
TV PROGRAMS
HAD TO PRECEDE
THE BUILDING
PROGRAM
WHBF-TV
ROCK ISLAND
ILLINOIS
THE HOME OF
ROCK ISLAND BANK
AND TRUST COMPANY

WHBF's TV tower, with an overall height of 482 ft., was mounted on a specially constructed substructure 61 ft. high. Tower is designed to mount station call letters on all 4 sides, and carries an RCA custom-built, 5-section, Super Turnstile antenna.

Here is a situation that called for initiative and foresight—as well as unique design-engineering.

WHBF owns a downtown site on which they will erect a five-story building when material allocations permit. In the meantime, their TV license would be in disuse without proper antenna support. The problem was put up to Blaw-Knox . . . the solution is shown above—a permanent "tax-paying" base around which WHBF will eventually erect its new quarters.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.

Distributed by Graybar
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX *Antenna* TOWERS

IMPORTANT
ANNOUNCEMENT

ATTENTION

ADVERTISING AGENCIES
EXECUTIVES AND
ADVERTISING SALESMEN

We have a number of radio and TV Stations for sale from coast to coast —

Many of these radio stations have TV applications which are subject to action in the near future — Prices range from $20,000 to $2,000,000.

For Full Particulars write:

Harvey Malott Co.

Harvey Malott Pres.

Bill Marriott V.P.

237 Madison Ave.
New York, N. Y.

Phone Murray Hill 6-0300

Phone Murray Hill 5-6039

air-casters

CHARLES DINKINS named promotion manager at WSAZ Huntington, W. Va., replacing **HAL SHRIBER** who will devote fulltime to promotion of WSAZ-TV.

ARTHUR GODFREY, CBS Radio and TV star, to take vacation Feb. 11-March 10, reporting at Naval Air Training Station at Pensacola for period of active duty. **JOE E. BROWN** will substitute for him on *Talent Scouts* (CBS Radio, CBS-TV, Mon. 8:30-9 p.m. EST); **ROBERT Q. LEWIS,** on morning broadcasts and telecasts, and Cast Member **FRANK PARKER** on *Godfrey and His Friends* (CBS-TV, Wed., 8-9 p.m. EST).

DICK POTTER, stage, radio, and TV actor, appointed amusements editor at WMPS Memphis. Assignment includes daily program on happenings in the city.

Mr. Potter

DAN HEALY, director of sports and special events, WBRK Pittsfield, Mass., named area scout for Brooklyn Dodgers farm system.

BRUCE WALLACE, manager of public service and promotion, WTMJ and WTMJ-TV Milwaukee, awarded a citation for work in the field of human relations by city's Council of B'nai B'rith.

JOHN GEMMA, instructor of theatre arts and dramatic writing, Santa Rosa Junior College, Calif., to KNXT (TV) Hollywood as assistant stage production coordinator.

MARVIN LEVEY, sales promotion manager, WFDF Flint, Mich., installed as member of board of Grocery Manufacturers Representatives of Eastern Michigan.

WARREN KEYSER, staff announcer, WILM Wilmington, Del., appointed program director.

Mr. Keyser

RENE MARASCHAL, WRC Washington music deptartment, moved to AM-TV continuity department as assistant. **EVERETT SEVERE,** continuity department, to program production staff. **JACK MAY,** AM producer, to affiliated WNBW (TV) same city as producer of **RICHARD HARKNESS'** daily NBC-TV news show.

ROBERT FORWARD, independent radio-TV producer, to CBS-TV Hollywood as production coordinator on *Jack Benny Show, George Burns and Gracie Allen Show* and *Alan Young Show.*

PHILLIP C. MARKINSON appointed program director at KDFC Sausalito, Calif.

JOHNNY LONDON, studio manager, Motion Picture Center, Hollywood, to CBS-TV Hollywood *Amos 'n' Andy* TV series as production supervisor.

TED W. AUSTIN, WFMY-TV Greensboro, N. C., to WFAI Fayetteville, N. C., as program director and office manager.

LARRY LYON, announcer-disc jockey, KNOR Norman, Okla., returned to station after 15 months on active duty with the U. S. Navy.

BARBARA TOBIN to WGN-TV Chicago as production assistant on the new show, *This Is Music.*

MONTY MASTERS, producer, KNBC San Francisco, to NBC Hollywood as associate director.

MARGE McGAVREN, KMA Shenandoah, Iowa, to KWBE Beatrice, Neb., as continuity director.

TEL TRIPP, KHQ Spokane news director, and **LYDIA SIMON,** assistant news editor, married on Jan. 12.

EDDIE CANTOR, star of NBC-TV *All Star Revue,* appointed chairman of motion picture and radio committee of National Safety Council.

CARL BERGER, WWDC Washington government news reporter, honored with the annual National Civil Service Week Award. Presentation was made by James A. Campbell, president of the American Federation of Government Employes.

ALAN ARMER, director, KNBH (TV) Hollywood *Harry James Show,* assigned station staff director.

DEXTER CARD, disc jockey-announcer, WABI Bangor, Me., to WCAR Pontiac, Mich., in same capacity.

PHIL NOLAN to WJBC Bloomington, Ill., as staff announcer from NBC Chicago guide staff.

NORMA YOUNG, home economist, KHJ Hollywood, named radio chairman for 1952 board of L. A. Chamber of Commerce, Women's Division.

BOB HICKS, announcer at KLRA Little Rock, Ark., named station's promotion manager.

Mr. Hicks

TRUMAN SMITH, director, KTTV (TV) Hollywood, flying to Paraguay and will film high points of South American trip for later telecasting.

ANAMAE BOVE, secretary to **BOB MEYER,** director of press information, CBS-TV Hollywood, to KNX-Columbia Pacific Network as publicist.

JAMES MARKIEWICZ to the merchandising department of WBAL Baltimore to contact independent retail grocers.

IRVIN E. DIERDORFF, JR., chief announcer, WCOP-AM-FM Boston, promoted to program director.

ANNE HOPPER, music librarian, KEX Portland, Ore., selected one of two winners in the 1952 young artists audition sponsored by the Portland Symphony Society. Miss Hopper, a pianist, will make an appearance with the symphony on March 17.

RADIO REACHES PEOPLE...
COVER the NASHVILLE MARKET* with
WSIX
Celebrating A Quarter-Century of Service
* WSIX DELIVERS 53 BMB COUNTIES IN TENNESSEE AND SOUTHERN KENTUCKY... SELL THIS BILLION DOLLAR MARKET WITH WSIX!
Better Buy
WSIX The Voice of Tennessee's Capital City
NATIONAL REPRESENTATIVE:
GEO. P. HOLLINGBERRY CO.
ABC AFFILIATE · 5000 WATTS · 980 KC and WSIX FM 71,000 W 97.5 MC

HERBERT RINDGE HANDS, WOR New York continuity department, and Barbara Frankenbery, Tuckahoe, N. Y., announce their engagement.

BOB FAIRBANKS, KCBS San Francisco apprentice, and Patricia Anne Gilkeson were married Jan. 19.

NORMAN LUBOFF, choir director, NBC Radio *Railroad Hour,* completes assignment as vocal arranger and choir director for Warner Bros. film, *About Face,* and starts similar duties at studio for *She's Working Her Way Through College.*

WILLIAM HILLMAN, MBS Presidential reporter, has completed his latest book, *Mr. President,* scheduled for mid-March publication.

TED McKAY, promotion manager, WKNA Charleston, W. Va., father of boy, Ted, Jan. 9.

DON RICKLES, KNBH (TV) Hollywood announcer, father of son, Jan. 15.

DICK GOTTLIEB, REGINALD STANBOROUGH and **BILL YANGEMANN,** film department KNBH (TV) Hollywood, promoted to floor managers.

News . . .

PHIL ALAMPI, WJZ New York farm news editor, to moderate series of luncheon panel discussions by magazine and newspaper garden editors at New York trade show of National Garden Supply Marketing Bureau, Feb. 5-7.

DICK MOORE, U. S. Army Air Force Information Div., to KGO San Francisco as staff news writer. He succeeds **HOWARD HOLSCHUH,** who returned to the Navy as a lieutenant.

DONALD PADILLA, photo editor of the Des Moines *Tribune,* to news staff of WTCN and WTCN-TV Minneapolis on Feb. 1.

GUY RUNNION, news chief, KMOX St. Louis, to KLAC-TV Hollywood to handle Saturday and Sunday newscasts. **ED LYON** continues Monday through Friday newscasts.

WALTER McGOWAN appointed news editor at WCCC Hartford.

WAVE News Coverage

REVIEW of 1951 news coverage of WAVE-AM-TV Louisville, including news beats, special events coverage, interviews and newscasts was released last week. The review will be distributed to clients, agencies, advertisers and prospects.

ABC
WENE
BINGHAMTON, N.Y. MARKET
NOW 5000
WATTS

SURPRISE party was given by staff members for William B. Quarton, general manager of WMT Cedar Rapids, Iowa. Mr. Quarton is shown cutting cake as he marks 20th year with the station. WMT also will celebrate a milestone this summer—30 years on the air.

WHOO TRANSFER
Lamb Assumes Control

SALE of WHOO-AM-FM Orlando, Fla., from *Orlando Sentinel* and *Star* interests to Edward Lamb-controlled WHOO Inc. for $200,000 was completed last week. Sale was approved by FCC earlier this month [B•T, Jan. 14].

President of the new corporation, Mr. Lamb owns WTVN (TV) Columbus, Ohio; WICU (TV) Erie, Pa., and WTOD and WTRT (FM) Toledo, Ohio. Mr. Lamb also is publisher of the *Erie Dispatch.*

General manager of WHOO is Carl F. Hallberg, promoted from local sales manager. Mr. Hallberg also is secretary of WHOO Inc. Other officers of the new company are Frank Oswald, Toledo, vice president; Cecil Heubner, Toledo, assistant secretary and Gene E. Moller, Orlando, auditor.

In his pledge to operate WHOO "as a community station in the public interest," Mr. Lamb promised every effort to bring TV to Orlando. WHOO is a pre-freeze TV applicant there.

ABC-TV Aid Cited

CERTIFICATE of appreciation has been extended by Veterans Administration to ABC-TV "in recognition of outstanding service to the war veterans of the United States through the medium of television, and for excellence in presentation of Veterans Administration films." Certificate was accepted on behalf of the network by Alexander Stronach Jr., vice president of the network, which presented films throughout 1951 to acquaint veterans of all wars with benefits open to them through the VA.

New Business

(Continued from page 16)

to handle advertising for its Old Manse syrup, jams and jellies. **W. H. ALEXANDER** is account executive.

MISSOURI PICKLE Co., L. A. (bottled pickles), appoints Factor-Breyer Inc., L. A.

Adpeople . . .

LOWELL MAINLAND, account executive, J. Walter Thompson Co., San Francisco, assigned to Raisin Advisory Board, S. F., account succeeding **EVAN PETERS,** resigned to travel abroad. **GURDEN MOOSER,** agency account executive, assigned to Safeway Co. (Hostess division) account.

CARL NELSON, Pacific Coast sales manager of Montgomery Ward & Co., Oakland, Calif., to Golden State Co., S. F., as advertising manager.

KIUP DRIVE
Seeks Weather Station

WHEN snow "flurries" are predicted and you get a deluge, then it's time to do something about the weather—or at least the forecasts.

That's exactly what R. E. (Pat) O'Brien, manager of KIUP Durango, Col., decided after comparing the forecast from Denver with the snow falling outside the studios. He urged listeners to write their Congressmen and demand a weather forecasting station for Durango, located in the heart of the San Juan Basin.

Everybody hopped on the bandwagon, including the local Chamber of Commerce and other groups. KIUP's news staff moved a story on the campaign to United Press radio. The U. S. Weather Bureau promised action. And KIUP has arranged with KXFJ Grand Junction, Col., for a radio hookup to provide daily weather programs. But Mr. O'Brien said he had also taken the matter up with Sen. Ed Johnson (D-Col.) in hope of obtaining a Durango weather station.

SCRIPT of recent guest appearance of Dr. Harold C. Urey, atomic scientist, on WGN-TV Chicago's *Press Conference* will be distributed to employees at all atomic energy installations. Dr. Urey was questioned about plans for the future use of atomic power. A recording of the program will soon be released.

More POWER to you

WINS NOW
50,000 WATTS
Day and NIGHT!

Now WINS offers a powerful 50,000 watts around the clock. This means still greater coverage—an even better signal—another reason why . . .

1010 WINS!

Buy WINS ...it Sells!

WINS
50,000 WATTS
DAY AND NIGHT . . . NEW YORK

CROSLEY BROADCASTING CORPORATION

Conventions

(Continued from page 23)

individual networks on a time division set-up determined by the normal quarterly allocation procedure.

Last week's developments came on the heels of meetings of network representatives with members of the Republican Convention Committee in San Francisco Jan. 17-19 to review radio-TV coverage plans.

One principal difference persisted at that meeting, it was reported, and still had not been settled last week. In a reversal of tradition, the committee held that the networks should pay their own construction costs (booths, etc.) at the convention.

Minimum Facilities In Past

In the past, the political parties have furnished minimum facilities to all media and network representatives maintained that radio and TV are no more commercial than other media and should not be subjected to discrimination. They pointed out that the money the networks will receive from sponsors will not represent a profit.

Radio-TV principals in these discussions included William R. McAndrew, NBC-TV director of public affairs; Sig Mickelson, CBS-TV director of news and public affairs, and ABC Vice President Thomas Velotta.

Some weeks before the meeting, in fact, before any network had signed a sponsor, the radio-TV groups had offered to reimburse the conventions on a pro-rata basis for each network selling its coverage, but this plan apparently was rejected.

Other radio-TV representatives participating in the San Francisco meetings included John Madigan, ABC-TV director of news and special events; George Mc Elrath, director of NBC radio network technical operations; R. G. Thompson, CBS-TV director of technical operations and Art Feldman, MBS director of special events.

Space problems are slated to be thrashed out in a meeting with network representatives some time next month.

During their appearance before the convention committee, the broadcast representatives were questioned pointedly on a number of subjects—on commercial sponsorship, especially, and why it was deemed necessary in TV.

Mr. Mickelson, who outlined the TV networks' plans, emphasized that sponsorship assures better coverage, due to the high costs involved, and reassured the committeemen that TV would take the responsibility of making sure its commercials were in good taste.

He also estimated that by July there will be at least 17.3 million sets in use and that the conventions would have a potential audience of about 60 million persons. By comparison, he noted, the 1948 conventions had a potential audience of 1.5 million.

Also see story on political convention planning on page 50.

Plans for Admiral to sponsor ABC's radio and TV coverage of both conventions and of election returns were announced jointly by John B. Huarisa, executive vice president of Admiral, and Robert E. Kintner, president of ABC. Coverage will include the Republican Convention July 7-11; Democratic Convention July 21-25, and election results on Nov. 4.

Admiral products to be advertised on the broadcasts and telecasts, include television sets, radios, refrigerators and ranges. The contract was placed through Erwin, Wasey & Co., New York.

ABC said Commentator John Daly would "quarterback" its entire radio and TV operation. Those working with him, the network said, will include Elmer Davis; Drew Pearson; George Sokolsky; Erwin D. Canham, editor of the *Christian Science Monitor;* Bert Andrews, *New York Herald-Tribune;* Paul Harvey, Chicago commentator; Martin Agronsky; Walter Kiernan; George Gallup; Mary Margaret McBride and Pauline Frederick.

At least 20 hours of broadcasting and telecasting time will be devoted to each convention by ABC, spokesmen said, adding that the total probably will be "closer to 25 hours." Twelve TV cameras will be used—"the greatest number ever used by the network for a special event or program," ABC reported.

Admiral's Mr. Huarisa predicted the TV coverage will have "a tremendous effect in familiarizing millions of Americans with the political issues involved in what may be the most important election since the founding of our country."

He said it "should be a leading factor in stimulating many Americans to take advantage of the invaluable voting franchise which too many take for granted."

Good Deed for Both

ABC President Kintner considered it "particularly fitting that our two companies, which always have enjoyed a close and friendly business relationship, join in presenting such an important service." He said both ABC and Admiral recognize "the vital need for informing the American public fully on the events which undoubtedly will have the greatest bearing on the future of our country."

The teaming up of DuMont's network facilities with *Life's* reportorial and photographic resources for coverage of both conventions was announced by Chris J. Witting, director and general manager of the network, and Andrew Heiskell, *Life* publisher.

Mr. Witting pointed out that the arrangements, which he described as "unprecedented" in radio and TV, would leave DuMont affiliates free to negotiate their own arrangements for sponsorship — "subject only to industry-wide restrictions imposed by the national Republican and Democratic committees."

Many DuMont affiliates, he said, had requested such an arrangement, so their local and national advertisers might participate in the sponsorship.

Technicians from DuMont

The plan calls for DuMont to provide the technical services and personnel and *Life* to supply a staff of more than 30 editors and reporters in Chicago, plus additional direct wire connections to Washington and New York. Full resources of *Life's* cameramen, their picture morgue, and *March of Time* film facilities are included. The result, DuMont officials said, will be "coverage in depth" which no other network will duplicate.

Stations taking the DuMont coverage will be fed the full pool convention coverage plus four or more special programs each day (before and after each convention session). The special programs will be under the general direction of the *Life* staff. Young & Rubicam, agency for *Life*, will participate as programming and production counsel and will provide a task force of writers and production personnel.

Soap Group Elects

ASSN. of American Soap and Glycerine Producers, whose members include major advertisers in both radio and television, elected 1952 officers at a general membership meeting in New York Tuesday. President of the association, elected to succeed Neil H. McElroy, president of Procter & Gamble, is George A. Wrisley, vice president of Allen B. Wrisley Co., Chicago. Other officers are Jervis J. Babb, Lever Bros., eastern vice president; E. A. Moss, Swift & Co., central vice president; E. M. Finehout, Los Angeles Soap Co., western vice president; Nils Dahl, John T. Stanley Co., treasurer; H. F. Elberfeld, Colgate-Palmolive-Peet, assistant treasurer. Roy W. Peet is association secretary.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

Them that has...
GITS!

There's an *extra punch* in your advertising dollar on WDBJ! To demonstrate, look at these Promotion figures for the Fall Campaign (Oct. 14-Dec. 31):

Newspaper Ad Lineage	25,746
Newspaper Publicity Lineage .	5,070
Announcements and Trailers .	2,505
Downtown Display Windows .	13

Plus "Drug Briefs" and "Grocery Briefs" monthly to the drug and grocery retailers, dealer cards, letters and miscellaneous services on specific special occasions!

WDBJ
CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS INC., *National Representatives*

CHNS
The Shortest Route
To Results in
This Area Is Via
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
Contact
JOS. WEED & CO.
350 Madison Ave., New York
5000 WATTS
NOW!

New CBS AM Contracts

(Continued from page 23)

the transitional hour at three-fourths the value of the nighttime hour. If, in a certain period, the station carried 10 nighttime hours, 10 transitional hours and 10 daytime hours, the converted hours would equal 22½ (the 10 full-value nighttime hours plus half the 10 daytime hours plus three-fourths of the 10 transitional hours).

In the new contracts which the network is circulating, the network has set up specific conversion schedules for each station.

"When the rate relationship changes," the network's letter accompanying the contracts explains, looking to the future, "the station payments may be computed in the following manner:

How to Compute Payments

"Take the number of clock hours occurring in each rate card time period and multiply them by the gross hourly card rate for that time period. Add the amounts so obtained for each rate card time period. The result of this calculation should be divided by the number of converted hours computed on the basis of the fixed conversion schedule. . . . The result will be 'average gross sales per converted hour' to which should be applied the percentages for the converted hours in each bracket as stated in Section I of Schedule A."

Schedule A differs in many instances. It sets up the rates of payment from network to station.

Following is full text of Mr. Akerberg's letter:

We have for some time been considering revising and bringing up to date our standard form of affiliation contract to conform it more closely to business practices which are developing in the industry. As you are well aware, patterns have been changing constantly over the last three or four years.

I am sure you have received and read the recent statement of our president, Howard S. Meighan. He deals with the readjustment of network rates. He points out that we at CBS Radio feel that it would be premature at this time to attempt any re-valuation of rates based on what we actually know about all the factors—such as up-to-date circulation data—which must necessarily be taken into account. For example, we have no way of accurately evaluating possible changes in economic conditions during the next several months.

However, we are convinced that it is essential, as a competitive necessity, for CBS Radio to be in a position to meet, intelligently and practically, situations which are bound to arise from time to time in the future. One of the principal areas in which this flexibility will be most important is the adjustment of hourly network rates of individual CBS Radio affiliated stations. For example, we may be confronted with changing the hourly morning, afternoon or evening rates; some upward in certain categories, downward in others; the rates of some stations not at all.

We have given careful consideration to the method of accomplishing this without changing the station's percentage of gross receipts from network time sales. A new form of affiliation contract has been drafted and we are requesting each of our radio affiliates to sign it as soon as possible, irrespective of when current contracts expire. As you will note by comparison with the printed portions of your present contract, the only changes of substance are in Section 3 of the contract and in the payment provisions of Schedule A. These revised provisions will permit CBS Radio to change gross network rates in various segments of the day from time to time without such change affecting the percentage of gross receipts from network sales which you receive under your present contract. For your convenience, we are enclosing a short memorandum which we hope will be of some help to you in applying the new form to your own situation.

After you have gone over this new form, if you have any questions I will appreciate your calling Bill Schudt or me. I am sure that in this way we will be able to expedite this matter. When you have satisfied yourself concerning the new contract, we will appreciate your signing four copies and returning them to us. The execution of the new form by all affiliates at an early date is, as you will appreciate, a matter of extreme importance to each station as well as to the network as a whole, because only in this way will CBS Radio be able to build strongly for the future and meet with dispatch the changed conditions which will inevitably occur.

* * *

MEMORANDUM

The revision of payment terms in the new CBS Radio Station contract form, in essence, provides for the continuing payment to the station owner, regardless of changes in the gross hourly rates applicable to different times of the day, of the same percentage of the gross rate card rates for the station as the percentage of such rates presently being paid to the station. The revised terms are very similar to those in the current contract form, with the exception of two points.

1. **The convertibility of hours other than night-time to night-time hours is fixed in Section 3. This is in lieu of a previous clause which allowed rate of convertibility to fluctuate with the money rates included in the rate card.**
2. **Dollars payable to the station for each hour in the contract brackets have been converted to percentages, which are nothing more than the relation of dollars in Schedule A of the current contract to the current gross night-time hourly rate of the station. In this new contract, CBS Radio is in effect agreeing to share with the station the gross income received from the use of the station commercially to substantially the same extent that it now shares this income with the station, regardless of rate relationship changes for hours at different times of the day.**

The following statement may facilitate the computation of the amounts due to a station under this new contract:

Based on Rate Card #34, the only change will be that due to rounding the bracket percentages to three places, which will be nominal. In effect, what is termed "average gross sales per converted hour" is exactly the same as the current gross night-time hourly rate card of the station, since the percentages in Schedule A are computed by taking the station's current dollar payment for each bracket for each payment, and expressing it as a percentage of the stations gross night-time hourly card rate.

When the rate relationship changes, the station payments may be computed in the following manner: Take the number of clock hours occurring in each rate card time period and multiply them by the gross hourly card rate for that time period. Add the amounts so obtained for each rate card time period. The result of this calculation should be divided by the number of converted hours computed on the basis of the fixed conversion schedule in Section 3. The result will be "average gross sales per converted hour" to which should be applied the percentages for the converted hours in each bracket as stated in Section I of Schedule A. This will give the amount due to the station from CBS Radio.

A typical "Schedule A" with percentages eliminated follows:

SCHEDULE A

V. The station shall not be credited for the first five (5) "converted hours" in any week, but for each of the next ten (10) "converted hours" per week, the station shall be credited with —% of the "average gross sales per converted hour"; for each of the next five (5) "converted hours" per week, the station shall be credited with —% of the "average gross sales per converted hour"; and for each "converted hour" per week in excess of such first twenty (20) "converted hours" per week, the station shall be credited with —% of the "average gross sales per converted hour."

AM
WEVD
FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market
of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

a million dollars worth of talent for
$40 to $57.50 a month
based on advertising rates

richard
maltby's
jazz classics

Maltby arranges and conducts for top names such as Benny Goodman, Paul Whiteman, Ethel Merman, and Vic Damone, and for *every major network*. His all-time classics in jazz, with an orchestra and chorus of 45 of the best men and women in the business, are yours with the many great artists in the

SESAC Transcribed Library

which includes Jazz, American Folk, Band, Concert, Hawaiian, Barbershop, Novelty, Religious, and Latin-American Music.

SESAC, Inc. 475 Fifth Avenue New York 17, N.Y.

HENRY GARRETT

Was Radio Pioneer in S.W.

HENRY (Dad) GARRETT, 90, pioneer in electronics in the Southwest who built WRR Dallas, claimed as first municipally-owned radio station in the world, died Jan. 16.

An inventor, Mr. Garrett was believed locally to have been the first man anywhere to build a radio in his automobile. He invented a system of traffic lights in Dallas in 1923, also said to be first in America. He built KVP, Dallas police broadcasting system.

Mr. Garrett was the son of the late Episcopal Bishop Alexander C. Garrett, who immigrated to America from Ireland. When Mr. Garrett built a radio in his car, an early newspaper account compared his vehicle to a "circus bandwagon, with people staring and wondering where the music came from."

BERNARD L. COHN

Was Cole & Co. Executive

BERNARD L. COHN, 63, well-known advertising executive and one-time commercial manager of WREC Memphis, died last Tuesday. Mr. Cohn was vice president of Cole & Co., advertising firm there.

Born in Memphis, he was graduated from Columbia U. and worked for *The New York Times* before returning to Memphis to become a reporter for *The News Scimitar.* In 1915, Mr. Cohn was made business manager and publisher of the Memphis newspaper. He retained that post until that paper was consolidated with *The Memphis Press,* forming *The Press Scimitar.* Surviving Mr. Cohn are his wife, Louise; a son, Bernard Jr., and two sisters.

SOUTHERN CALIFORNIA Broadcasters Assn. received 1951 *Up to the Minute* Business Achievement Award from *Minute* magazine at a meeting of Los Angeles Ad Club in mid-January. A. E. Joscelyn, director of operations, CBS Hollywood, and president SCBA, accepted miniature hourglass on an engraved plaque. He praised work of Robert J. McAndrews, then SCBA managing director and now commercial-promotion manager KBIG Avalon, Calif.

allied arts

ROGER BROWN, regional sales manager for south and southwest territory of Emerson Radio & Phonograph Corp., N. Y., appointed national sales manager.

FREDERICK W. REYNOLDS Jr., Allen B. DuMont Labs., Passaic, N. J., to application engineering staff of Sprague Electric Co., N. Y.

WALTER J. FITZPATRICK, district representative for replacement tubes and parts, General Electric Co., L. A., moved to Chicago as central regional sales manager for GE replacement tubes.

ROBERT M. GRAY, manager of advertising and sales promotion, Esso Standard Oil Co., N. Y., elected vice president of Advertising Club of New York.

HERBERT F. KOETHER, manager of radio sales section, Crosley Div. of Avco Mfg. Corp., Cincinnati, named manager of refrigerator sales section

NORMAN GOODWIN, assistant manager Decca Records Inc., Western Div., Hollywood, resigns effective Feb. 1.

BEEP ROBERTS & Assoc., publicity and promotion firm, moved to 6335 Yucca St., Hollywood.

LOS ANGELES COUNCIL, West Coast Electronic Manufacturers Assn., has installed new officers for 1952. **LEON B. UNGAR,** vice president-general manager, Ungar Electric Tools Inc., is chairman. **E. P. GERTSCH,** president, Gertsch Products, is vice chairman, and **GEORGE CLARK,** sales manager, Tetrad Co., secretary-treasurer. Added to board of directors: **DONALD E. LARSON,** advertising manager, Hoffman Radio Corp.; **PAUL TARTAK** president, Tartak-Stolle Electronics Inc.; **HUGH MOORE,** president, Acme Electronics Inc., and retiring chairman **FRED W. FALCK,** president, Advance Electric & Relay Co. New officers automatically become board members.

JAMES D. WALKER, manager of Detroit sales region for Capehart-Farnsworth Corp., appointed manager of New York sales region succeeding **W. R. McALLISTER,** resigned.

GERALD GOTTLIEB, business manager, Publicists Guild, Hollywood, resigns to devote time to private law practice.

HOWARD J. CHRISTIANSON, production chief for Radio Craftsman Inc., Chicago, to staff of R. Edward Stemm Mfrs. Engineering Representatives, same city.

KENNETH A. HOAGLAND appointed assistant engineering manager of Cathode-Ray Tube Div., Allen B. DuMont Labs., Clifton, N. J. He has been with the company for the past 11 years.

SAN FRANCISCO COUNCIL, West Coast Electronic Manufacturers Assn., elected new officers for 1952: **NOEL E. PORTER,** Hewlett-Packard Co., Palo Alto, chairman; **NORMAN H. MOORE,** Litton Industries, San Carlos, vice chairman; **JAMES J. HALLORAN,** Electro Engineering Works, Oakland, secretary. They also serve as directors, along with **Dr. RUSSELL H. VARIAN,** Varian Assoc., San Carlos; **JOHN M. KAAR,** Kaar Engineering Co., Palo Alto; **WILLIAM HEFLIN,** Lenkurt Electric Co., San Carlos; **PAUL F. BYRNE,** Sierra Electronic Corp., San Carlos.

ROBERT B. McGREGOR, WHAS-TV Louisville, Ky., engineer, resigns to accept position as senior design engineer for Arvin Industries Inc., Chicago, in charge of color TV.

ROGER BROWN, Emerson Radio & Phonograph Corp.'s regional sales manager in the South and Southwest, named company's national sales manager.

WILLIAM FOREST CROUCH, motion picture producer-director, to Sound Masters Inc. (TV films and package programs), N. Y., as executive producer of the television film department.

JAMES W. EVANS, Moore & Beckham Adv., Greenwich, Conn., to community relations staff of the General Electric Co. Small Appliance Div., same city.

EMIL P. NENSEL, assistant manager of the appliance service department of Servel Inc., Evansville, Ind., appointed sales manager of the water heater division.

Equipment . . .

A NEW remote control image orthicon camera, produced for use in dangerous areas or sites inaccessible to camera crews, has been produced by General Precision Labs., Pleasantville, N. Y. New camera will be a main feature at the company's exhibit at the I.R.E. show in Grand Central Palace, N. Y., March 3-6.

THE ASTATIC Corp., Conneaut, Ohio, announces development of a new design principle for a turnover pickup cartridge making this type unit equal in performance quality to the finest single-needle cartridges. The development is composed of two complete cartridge assemblies, mounted back to back on a common plate.

DEMONSTRATION of the Ionophone, a new invention of Dr. Siegfried Klein, French scientist, took place recently for the first time in the U. S. in the WOAI San Antonio studios. The new device converts electrical energy into sound.

Technical . . .

JOHN BOURCIER, maintenance supervisor in charge of audio equipment for ABC network, to post of New York engineering audio operations supervisor for ABC effective Feb. 15. He succeeds **GEORGE FISHER** who has resigned.

BUELL H. DALTON, studio engineer, KFMV Los Angeles, to KBIG Avalon, Calif., as assistant engineer.

WILLIAM A. HUNT, engineer for WHIZ Zanesville, Ohio, has built a compact mobile power unit whereby tape recordings may be made when there is no regular power supply. Unit uses 6 v dc auto battery to produce 110 v ac current.

WALTER GODWIN, engineer, WRC Washington, appointed master control room chief. He succeeds **WILLIAM CHEW** who died from a heart attack [B•T, Jan. 7].

GENE MORRIS, engineering staff of KNOR Norman, Okla., promoted to chief engineer.

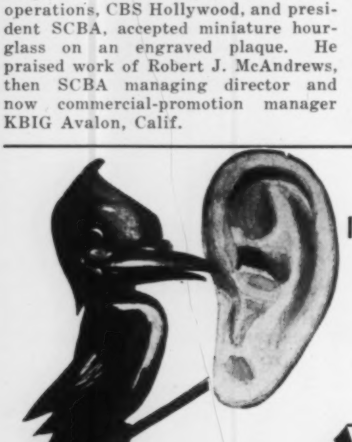
GIRL AUTO RACER

WSAI Staffer Beats the M

PEG SHERWOOD, who adds the feminine touch to the *Will Len Show* daily over WSAI Cincinnati, took off her apron long enough to win a midget stock car race, outdistancing male competitors by two laps over an eight-lap course.

Only woman to compete in the race for non-professionals at Cincinnati Gardens, Miss Sherwood, always feminine, wore a street dress and three-inch heels as her driving uniform. Only at the urging of professional drivers did she consent to don a crash helmet and racing jacket. Not satisfied with one trophy, Miss Sherwood last week was to race against a Cincinnati newspaperman.

Miss Sherwood flashes victory smile.



In Greater Grand Rapids

. . . the most ears

are WOODpecked!

Also:
WFDF — Flint
WEOA — Evansville
WFBM and WFBM-TV Indianapolis
•
KATZ AGENCY

WOOD

5000 WATTS • NBC AFFILIATE
AND WOOD-TV
GRAND RAPIDS, MICHIGAN

A Sure Shot
for YOUR
MARKET . . .

"THE
MAGIC
WORD"

Radio's most
Talked-about game

For Information, Write or Wire:

John Greene
Productions
Box 641
Rock Hill, South Carolina

EASLEY REPLY

Cites 'Envy' and 'Malice'

ROBERT L. EASLEY, indicted consulting radio engineer charged with using the mails to defraud [B•T, Jan. 21], blamed "envy and petty malice" by "envious persons" for the charges, in a statement issued last week.

"For years I have conducted an effective consulting radio engineering practice according to my own successful, even though somewhat unorthodox, methods," Mr. Easley said. "The envious persons who have acted secretly behind scenes to promote some simple business disagreements into criminal charges certainly will not be allowed to break up my practice in order to satisfy their own envy and petty malice," he said. "I am entirely innocent of the present charges," he declared.

Up to last Thursday, Mr. Easley had not yet been served with the warrant, nor charged before a U.S. Commissioner. Conviction of the four-count fraud indictment carries a penalty of one year in jail and a $1,000 fine for each count, or both.

Bert Johnston

BERT JOHNSTON, 53, founder of Bert Johnston Productions, died in Cincinnati Jan. 18. Mr. Johnston founded the firm bearing his name in 1946, concentrating on films for TV commercials and sales promotion. He also was former advertising manager for Kroger's, national grocery chain. He is survived by his wife, Eleanore; a daughter, Ruth Anne; a son, Glenn, and his mother, Mrs. C. William C. Johnston.

ADVERTISING Recognition Week, established and sponsored by the Advertising Assn. of the West, has been set for Feb. 17-23. Arthur E. House, account executive, House & Leland Adv., Portland, Ore., agency and AAW senior vice-president, is chairman. Currently a western states annual event, and now on the U. S. Dept. of Commerce schedule, Advertising Recognition Week may be expanded nationally, according to Charles W. Collier, AAW executive vice-president.

L. A. AD AGENDA

13-Week Series to Begin Feb. 4

SOME 35 West Coast advertising executives will contribute services to the 8th annual Advertising Conference Series of Los Angeles Advertising Women which starts Feb. 4 for 13 weeks in May Co. Auditorium, that city. A $200 scholarship will be awarded to the best qualified student.

Titled "The Advertising Story" and open to "anyone interested in advertising," series will consist of weekly two-hour lectures and roundtable discussions. Conference topics, with dates and speakers, follow:

Feb. 4: "Why An Advertising Agency"—Local and national agencies to be discussed by Lee Ringer, president, Ringer Assoc., and Harry W. Witt, West Coast manager, Calkins & Holden, Carlock, McClinton, & Smith Inc.; "Retail Client"—Margaret Pexton, fashion co-ordinator May Co., (department store).

Feb. 11: "The Client and What He Expects From His Agency"—Edward E. Beauchamp, advertising engineer, Lane Wells Co.; Edward F. Baumer, director of advertising, sales promoton, fashion co-ordinator, May Co., Insurance Co. of America.

Feb. 18: Copy—Hal Stebbins, president, Hal Stebbins Inc.

Feb. 25: Newspapers—Charles Horn, classified advertising manager, *Los Angeles Examiner;* Raymond Brooks, advertising and promotion manager, Southern California Assoc. of Newspapers; Charles Arnn, vice-president and advertising director, *Los Angeles Daily News.*

March 3: Production—Panel with Ned Stirling, BBDO, as moderator, and participants Pat O'Hara of Lithographic Div. of Rapid Blue Print Co.; Guy Logan, general manager of Monsen-Los Angeles Typographers; Homer Alexander, co-owner, Brown & Caldwell; D. H. Neuenburg, sales manager, General Printing Corp.

March 10: Art and Layout—Dick Stow, art director, Foote, Cone & Belding and president, Art Directors Club; Roy Wilson, partner, Sass-Wilson Studio.

March 17: Media and Research—Mark L. Mulligan, media director, BBDO; John B. Knight, president, John B. Knight Co.

March 24: Radio—Doto Edouardo, manager NBC national spot sales; Arnold Marquis, president, Arnold Marquis Productions Inc.; Wilder Wiley, commercial writer and co-ordinator, Young & Rubicam Inc.; Helen Murray Hall, advertising and promotion director, NBC Western Network.

March 31: Retail and Promotion—Detailed by following representatives of Rexall Drug Co.; Sam Zaiss, publications and public relations director; John Hart, advertising director; Arnold Keturi, advertising manager, Rexall division; Don C. Hamilton, merchandising manager and Ray Lindquist, assistant director of production development.

April 7: Point of Sale and Indoor Advertising—Tony Whan, president, Pacific Indoor Adv.

April 14: Television—Roundtable discussion under direction of Doria Balli, president, TV Ads Inc.

April 21: Publicity and Public Relations—William O'Hern, director of publicity and public relations, Los Angeles District, United Airlines, and Edmund McKanna, merchandising consultant.

April 28: Opportunities in Advertising—Reviewed by J. Neal Regan, Hollywood manager, McCann-Erickson, and president, Advertising Assn. of the West.

Scholarship will be available to a registered member of the advertising conference "for a course in advertising or its allied fields at any recognized school of the winner's choice," according to Nancy Grobert, conference series chairman, and Helen Edwards, president of the L. A. Adv. Women.

To qualify, applicants must attend every session of conference series and submit a typewritten summary of the course through the mails to: Conference Series 1952; Los Angeles Advertising Women Inc., 1528½ N. Wilcox, Los Angeles 28, Calif. Entries must be postmarked not later than midnight May 5.

WPTR PROMOTION

Pact Signed With Newspaper

WPTR Albany has signed a promotion pact with the Albany *Times-Union*, the station announced last week.

Arrangements were completed by George B. Chelius Jr., executive director for the Ten Eyck Hotel and WPTR, and Fred I. Archibald, publisher of the Hearst morning newspaper.

Present plans call for daily originations of news programs and features from the editorial room of the *Times-Union*, with the paper building a special studio for the remote broadcasts. Programs will feature *Times-Union* personalities and reporters at various times of the day. First scheduled broadcast, *Fashion, Food and Frills*, featuring the newspaper's women's editors as guests of WPTR News Director Howard Maschmeier, makes its debut today (Monday).

REASON WHY
People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 25 years. And it's why they buy WIBW-advertised goods.
WIBW The Voice of Kansas in TOPEKA

HERE'S A STATION
that tunes in the listeners
- instead of the other way round

WJPG programs can't be heard on dozens of other stations. We know this market—are interested in no other. We find out what the people want—build them their own favorite services and entertainment.

—then merchandise, publicize;—and the listeners throughout this rich Green Bay market know just what and just when and have more reasons to tune "PG" more often

and DO!

McGillvra, N.Y. and Chi has facts
that'll amaze you.

Or write us for any specific things you'd like to know about this "local station makes good" startling success story.

the radio service of
WJPG
The Green Bay Press-Gazette

WILK
WILKES-BARRE, PA.
5000 WATTS of SELLING POWER
in PENNSYLVANIA'S 3RD LARGEST MARKET
NAT'L REP.
AVERY-KNODEL, INC.
608 FIFTH AVENUE
NEW YORK 20, N.Y.
980 KILOCYCLES • 5000W (d) 1000W (n)
AM-FM • ABC AFFILIATE

Broadcasters Could Bank on Eisenhower

(Continued from page 25)

in North Africa. He did not mind speculation by the armchair strategists who wrote and broadcast from New York or Washington, or any think-pieces which emanated far away from his headquarters, but he did not want any intelligent surmises sent home or around the world by correspondents assigned in his area because the enemy could more accurately deduce from them what was about to happen.

Quotes From Book

If I may quote something from my own book (which is now out of print, so a plug about it will be unremunerative,) I might cite from it the comment of Stephen T. Early, the late and great press secretary to our also late and great President Roosevelt who admittedly was a master at conducting a news conference. After Steve had observed Gen. Ike for the first time in a news conference at the Scribe Hotel in Paris soon after the Battle of the Bulge, he told me and I entered in the diary:

> "It was the most magnificent performance of any man at a press conference that I have ever seen. He knows his facts, he speaks freely and frankly, and he has a sense of humor, he has poise, and he has command."

I have never known Gen. Eisenhower to say a thing he did not believe in, or to sign his name to any document the contents of which he did not believe.

During the war, the only fretting he had about radio was the requirement then in vogue that the general be on hand to broadcast at the precise minute and second when his voice was wanted on an American network. Such requests frequently came through the PRO and I generally handled them. What Gen. Ike wanted was freedom from the necessity of being at a given place at a given time for a short radio talk—as important as he considered it for the home front. He wanted to be free to rush to the forward area or wherever needed. Such radio commitments tied him down. Consequently he tried to keep these commitments to a minimum. If it had not been for the requirements of the American networks for his live appearance, he would have accepted many more radio invitations during the war. He liked the idea of recording his comment at his convenience.

He spent hours writing and rewriting even as short as a three-minute speech in behalf of the American Red Cross. Perhaps I, or someone would give him an idea and might even rough draft the idea into words, but I have often seen him in bed early in the morning working over a draft with a stubby lead pencil. I know of instances where he has taken as much as two or three hours early in the morning to re-word and polish a radio message that would take only a couple of minutes on the air.

Those of us engaged in the public opinion media have no reason to be concerned about Gen. Ike for he thoroughly believes in the traditional concept of free speech and free radio. He has scores of friends among the correspondents who covered his headquarters or his activities during the war, and I dare say that every one of them will attest to the substance of these statements.

30 Years

of
Fitting a Medium
to a Market

WSYRACUSE
NBC AFFILIATE

Covers ALL
of the Rich
Central N.Y. Market

Write, Wire, Phone
or
Ask Headley-Reed

COVERS HEARING

Radio Wins in Portsmouth

RIGHT of WNXT Portsmouth, Ohio, to tape record a public hearing involving higher phone rates was upheld by the Ohio Public Utilities Commission in spite of efforts of the phone company to prevent the recording.

The Ohio Consolidated Telephone Co. sought to prevent WNXT from installing the recorder.

PUC Chairman Robert Moulton held that the station had every right to make the recording. Mr. Moulton based his ruling on three factors: The hearing was public; the station was a valid news gathering organization and the issue was a matter of public interest.

Mr. Moulton said he could see no reason to grant the phone company request unless the recording interfered with proceedings.

WBS Totals 881

WORLD Broadcasting System said last week that the company's affiliates had reached a record total of 881 through the addition of 64 in the U. S. and Canada during the past three months. Officials said the company, which produces transcribed library programs and features for affiliated stations to sell locally, will announce shortly a number of "important new properties" to be made available to members.

President's Budget

(Continued from page 26)

service activities, a boost of $13,771; $532,819 for applied technical research and frequency allocation, a rise of $79,664; $658,969 for safety and special radio services, an increase of $44,920, and a decrease of $13,249 in a $762,249 budget for common carrier activities.

A good amount of the increase sought for field engineering and monitoring is understood to be earmarked for the practical testing and carry-through of theories obtained via the Conelrad project. Some of the work being done on the Conelrad project is carried under "reimbursements"—i. e. funds are appropriated to other agencies which in turn reimburse the FCC for manhours delegated to such studies.

The State Dept.'s International Information and Educational Activities program, under which the Voice of America operates, would get $133,272,914 under the fiscal 1953 budget compared with the $85 million it was appropriated last year.

Of the amount requested, $30 million would go for radio broadcasting (Voice) [CLOSED CIRCUIT, Jan. 7]. An estimated $36,727,086 for the acquisition and construction of radio facilities is being sought for the first time in a separate appropriation "to which it is proposed that unexpended balances of funds previously appropriated for this purpose will be transferred."

Federal Trade Commission, which is charged with carrying out laws on anti-monopoly and deceptive practices, such as false and misleading advertising, would get $4,367,000 under the budget request compared with the $4,040,40 received last year.

Talent Unions

(Continued from page 29)

cation "with good will and in good offices."

After study by the universities, proposals will be presented to all unions concerned for their consideration and action. It was understood that the labor relations advisers may act in a conciliatory capacity, should their proposals meet with resistance.

The July 1 deadline—in spite of TVA date-setting—might be extended should total merger loom as a not-too-distant possibility, Mr. Warren explained.

The UCLA professor has an extensive background in labor relations and left New York last week to work on a labor dispute at Boyd Aircraft in Wichita, Kan. This is the first time he has worked on an inter-union dispute, he said, characterizing the merger proposals as "quite unique" and at the same time, "most logical."

Dean Catherwood, also highly regarded in labor circles, is currently a member of the New York State fact-finding board for the dock strike.

Others Attend

Tuesday's meeting, the first of many to be held both in New York and on the coast, was also attended by Louis Simon, executive secretary of Actors Equity; George Heller, national executive secretary of TVA; A. Frank Reel, national executive secretary of AFRA; Hy Faine, national executive secretary of AGMA; Ben Irving, executive secretary of Chorus Equity; Jack Irving, national administrator of AMAV; I. B. Kornblum, West Coast attorney for TVA; Ralph Bellamy, vice president of Actors Equity; Virginia Payne, vice chairman of TVA; Peggy Wood, member of TVA board of governors; Christine Karner, Chorus Equity councilor and Al Cook, Chorus Equity.

WORRIED ABOUT TV
COMPETITION IN CINCINNATI?

→ See Centerspread This Issue ←

ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS
OF
SELLING POWER

WCKY
CINCINNATI

STARS ARE MOVING

A 16-PAGE, slick-paper, four-color brochure plugging MBS's tie-in with Metro-Goldwyn-Mayer's talent source is network's latest promotion. Theme of booklet is "The movie stars are moving to Mutual" and features pictures of Bette Davis, Orson Welles, Errol Flynn, Ann Sothern and others, with name of show they are headlining. Back cover explains the Mutual-MGM Multi-Message Plan.

•—•—•

SCHOOL DAYS ON TV

ST. LOUIS parents have been given a first hand look at what goes on in children's class rooms. Half hour morning telecasts illustrating use of TV in education were carried by KSD-TV there. The programs were part of a nation-wide series of educational telecasts sponsored by *Life* magazine.

•—•—•

RESUMES MUSIC SERIES

ABC Radio Network was scheduled to revive its *At Home With Music* series from 5:30-5:45 p.m. (EST) starting last Saturday with Dr. Sigmund Spaeth, musicologist and author, returning to discuss and illustrate informal lessons in music appreciation. Series is presented in cooperation with the National Federation of Music Clubs.

•—•—•

KBON SELLS SILENCE

KBON Omaha salesman, Don Perazzo, sold a minute of silence and station reports a satisfied client and many favorable comments. Buyer was Heafey & Heafey Mortuaries, Omaha, whose one-minute spot is aired at 6:44 a.m. following the *Sacred Heart* program. Spot invites listeners "to join in one minute of silent prayer for world peace."

•—•—•

WRNL FARM SHOW

WRNL Richmond, Va., *Virginia Farm Show*, Mon.-Fri. 12:45 p.m., Sat. 12:15 p.m., played host to a Livestock School. Over 150 beef cattle, hog and sheep producers were on hand for program presented by extension service of the state and conducted by Ira Hull, WRNL farm editor. Portions of show were taped for rebroadcast to those farmers unable to attend.

programs promotion premiums

ON WISCONSIN

PAPER weights with a cutout of the state of Wisconsin standing upright on a wooden block have been distributed to some 200 station advertisers and agencies by WISC Madison, Wis. The gimmick, which plugs the "Everywhere You Go There's Radio" slogan, was designed by Advertising Creations, a Madison screen processing firm.

•—•—•

FEATURES YOUNG ARTIST

WAAM (TV) Baltimore presented a special UN program on Jan. 24 featuring Gerard Fremy, the first young artist to be selected for a trip to the United States under the newly organized One World Talent project. The French pianist was seen on the show with representatives of the United Nations Youth of Maryland.

•—•—•

GRANDMA CONTEST

BOB SHANNON and Bob Moon, co-mc., KTTV (TV) Hollywood *A Date with Grandma*, are looking for California's most charming, interesting and worthy grandmother. Letters, promoting candidates in 100 words or less, must be in by March 31. Winner will have two days in Hollywood as guest of mc, radio-TV appearances, and dates at restaurants and night clubs.

•—•—•

LEBANON LEVITY

KGAL Lebanon, Ore., Disc Jockey Del Olney figured in gag promotion stunt with sponsor when he had sponsor's place of business, a men's clothing store, "picketed." Mr. Olney claimed sponsor was unduly critical of the way he handled its newscasts. "Name calling" and rebuttals on both sides were reported in detail by KGAL. Arbitration was effected by station's public relations man, Bob Bruce, who arranged elaborate ceremony outside store, with treaty signed, notarized and then torn up. Sponsor renewed regular contract.

V.I.P. FEATURED

WTIC Hartford has introduced a V.I.P. spot on its regular *Juke Box Jingles* broadcast. MC is Disc Jockey Ross Miller. Important citizens appear on the broadcast to select and play their favorite songs. Raymond E. Baldwin, associate justice of the Connecticut Supreme Court, was a recent guest.

•—•—•

AIRS AA SERIES

KNEA Jonesboro, Ark., has been airing series of 13 broadcasts dramatizing true stories from *Alcoholics Anonymous*, book published by the Works Pub. Co., N. Y. Shows, presented in cooperation with local AA chapter, were adapted by Neal B. Bunn, station program director.

•—•—•

KIDDIES RACE

ANSWER to a mother's prayer is Uncle Stan Widney, KRNT Des Moines radio personality, whose minute commercial each morning for Anderson-Erickson Dairy takes the form of various children's races —dressing races, clothing pick-up races, etc. Uncle Stan's "magic eye" and "ticking counter" tell him who to announce as winner.

•—•—•

AD PLUGS SPOTS

ERNIE, the "Hamburger King," a constant user of radio spots over KING-TV Seattle, believes in advertising advertising. To promote an audience for his commercials, he inserted a two inch ad in the *Seattle Times* announcing time and channel when "The Ernie Commercial" could be seen.

•—•—•

BIG RESULTS

DEAN MARTIN and Jerry Lewis, on recent NBC-TV *Colgate Comedy Hour*, appealed for aid to muscular dystrophy sufferers, resulting in over 10,000 individual contributions. Pair will continue appeals on radio and TV.

•—•—•

REPEATS 'SURVIVAL'

IN AN EFFORT to create greater interest in the civil defense recruiting drive, WPTZ (TV) Philadelphia is telecasting the *Survival* programs produced by NBC-TV last year. The series of seven programs is being shown each Sunday in hopes it will build greater interest in the drive.

•—•—•

STUDENTS SELECT

KLAC Hollywood, *Top Ten Tunes*, Mon. through Sat. 8:05-9 p.m. (PST), features top ten tunes selected by students from Southern Calif. high schools. Bob McLaughlin, KLAC disc jockey, to m.c. and interview student representative from winning school.

PROOF POSITIVE

A FOLDER bearing the "We Dare Them All" slogan complete with a miniature cigarette-whistle attached to the copy was the theme of a recent promotion piece sent out by WRFD Worthington, Ohio, telling of the station's sales effectiveness in reaching rural areas in the state. Cover's bottom line announced "and we're not spoofin'— we're PROOFIN'."

•—•—•

AMERICA VOTES

KECA-TV Hollywood *America Votes*, presented as public service Tues. 10-11 p.m. (PST), shows straw vote in action by giving viewers chance to approve or disapprove controversial political questions. Format has Nelson Pringle moderating debate between four panelists, two each representing major political parties. Two guests, top personalities representing political parties, question panelists. On stage also are 19 telephone operators who accept calls from viewers registering opinions. Charles Stahl is executive producer, and Larry Robertson, director.

•—•—•

PEN GIVE-AWAY

WJMO Cleveland is using novel give-away with signing of contracts. WJMO salesman hands client a pen following signing of contract. "WJMO, Cleveland's music and news station," is printed on side of each pen presented.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HJMC

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

LANG-WORTH
FEATURE PROGRAMS
SELL
FOOD PRODUCTS!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

BAB NAMES

46 State Promotion Chairmen

BAB membership promotion chairmen for 46 of the 48 states were announced last Wednesday by President William B. Ryan. He said the appointees will participate in a recruitment campaign being mapped by Allen M. Woodall, WDAK Columbus, Ga., chairman of the membership committee of the BAB board, with Mr. Ryan.

First meeting of the group is slated during the national convention in Chicago the week of March 31. Kits containing all current BAB sales aids are to be sent shortly to the state chairmen. Campaign plans will include coordinated solicitation mailings, personal calls, and, whenever possible, personal presentations at broadcaster meetings.

BAB station members now number 962 as a result of 41 additions during the past 45 days, officials reported.

Mr. Ryan said the state membership promotion chairmen had been selected from among those who "have expressed a keen interest in the activities of the BAB and who also have an excellent working knowledge in the field of radio sales and promotion. Their willingness to serve in this capacity is testimony to their realization of the fact that the BAB is the most economical and effective method of promoting the increased use of radio."

The 46 thus far selected:

Alabama—Howard E. Pill, WSFA Montgomery; Arizona — Charles H. Garland, KOOL Phoenix; Arkansas—Julian F. Haas, KARK Little Rock; Colorado—James D. Russell, KVOR Colorado Springs; Connecticut—Daniel W. Kops, WAVZ New Haven; Delaware—Ewing B. Hawkins, WILM Wilmington; Florida — Jerry Stone, WNDB Daytona Beach; Georgia—H. L. Christian, WRFC Athens; Idaho—Frank C. McIntyre, KLIX Twin Falls; Illinois—Walter J. Rothschild, WTAD Quincy; Indiana — Daniel C. Park, WIRE Indianapolis.

Iowa—Hal Totten, KOKX Keokuk; Kansas—Hale Bondurant, KFBI Wichita; Kentucky F. E. Lackey, WHOP Hopkinsville; Louisiana—T. B. Lanford, KALB Alexandria; Maine—Edward E. Guernsey, WLBZ Bangor; Maryland (and Metropolitan Washington, D. C.)—Joseph L. Brechner WGAY Silver Spring; Massachusetts—John G. Stilli, WBZ Boston; Michigan—Lester W. Lindow, WFDF Flint; Minnesota—Gene Wilkey, WCCO Minneapolis; Mississippi—Gene Tibbett, WLOX Biloxi; Missouri—E. K. Hartenbower, KCMO Kansas City; Montana—J. P. Wilkins, KFBB Great Falls; Nebraska—William J. Newens, KOIL Omaha; Nevada—H. G. Wells, KOLO Reno.

New Hampshire—Joseph K. Close, WKNE Keene; New Jersey—Willard C. Schriver, WCAM Camden; New Mexico—Bert Arnold, KVER Albuquerque; New York—Winslow Leighton, WSNY Schnectady; North Carolina—Harold Essex, WSJS Winston-Salem; North Dakota—Orville F. Burda, KDIX Dickinson; Ohio—Robert T. Mason, WMRN Marion; Oklahoma—J. J. Bernard, KOMA Oklahoma City; Oregon—J. B. Conley, KEX Portland; Pennsylvania — Humboldt J. Greig, WHUM Reading; Rhode Island—Mitchell F. Stanley, WWON Woonsocket; South Carolina—C. Wallace Martin, WMSC Columbia; South Dakota — Robert J. Dean, KOTA Rapid City.

Tennessee — Frank Proctor, WTJS Jackson; Utah—Arch Madsen, KOVO Provo; Vermont—A. E. Spokes, WJOY Burlington; Virginia — James H. Moore, WSLS Roanoke; Washington—Rogan Jones, KVOS Bellingham; West Virginia — William E. Rine, WWVA Wheeling; Wisconsin — Ben Laird, WDUZ Green Bay; Wyoming—William C. Grove, KFBC Cheyenne.

JAYCEE Banquet took on a broadcasting flavor with award to Gordon McLendon (r), LBS president. Members of the McLendon family, all active in radio circles, were on hand for the ceremonies. L to r: Barton R. McLendon, LBS board co-chairman; Mrs. B. R. McLendon; former Gov. James A. Noe, president of WNOE New Orleans and KNOE Monroe, La.; Mrs. Gordon McLendon, who is the daughter of ex-Gov. Noe; and Mr. McLendon.

* * *

JAYCEES AWARD

McLendon Feted at Banquet

BANQUET honoring Gordon McLendon, LBS president, and nine others as the outstanding men of 1951 was held by the National Junior Chamber of Commerce in Dayton, Ohio, fortnight ago.

The Liberty executive was cited by the Junior Jaycees for his "efforts in establishing radio freedom on a level with the press and offering financial stability to hundreds of independent stations from coast to coast." LBS now has over 440 affiliates in the U. S., Alaska and Hawaii.

Congratulations included messages from Harold E. Fellows, NARTB president, and Sen. Estes Kefauver (D-Tenn.), former chairman of the Crime Investigating Committee and possible Democratic Presidential nominee.

TWO JOIN BAB

Steinle, Peck Named

APPOINTMENT of Robert J. Steinle as retail specialist in the local promotion division of BAB, and the addition of Franklin H. Peck to the bureau's national promotion staff, were announced last week by BAB President William B. Ryan.

Mr. Peck was assistant director of advertising for the Schine Hotels before resigning to take the BAB post last week. Mr. Steinle, advertising copy chief of J. C. Penney Co. before joining BAB, will take over some of the bureau projects heretofore handled by Lee Hart, retail sales and advertising specialist, who is resigning effective Feb. 1 [B•T, Jan. 21].

Mr. Steinle has been with the Penney company for two years. He previously was a sales promotion analyst for Amos Parrish & Co., advertising copy chief for W. T. Grant Co. and retail copywriter for R. H. Macy & Co.

Mr. Peck was advertising manager for Fawcett Publications, in charge of promotion for *Today's Woman*, before taking the Schine Hotels post.

NETWORK RATINGS

Pulse Issues Nov.-Dec. Li

TOP 10 multi-market network r dio programs, based on studies the first calendar weeks of Nove ber and December, were listed la week by The Pulse Inc. as follow

EVENING

	Program Aver Rating Nov. Dec.	Sep Oc
Jack Benny (CBS)	11.4	
Lux Theatre (CBS)	10.3	10.5
Bergen-McCarthy (CBS)	10.2	
Amos 'n' Andy (CBS)	9.1	
Walter Winchell (ABC)	9.1	9.1
Godfrey's Talent Scouts (CBS)	7.7	7.9
You Bet Your Life (NBC)	7.7	
Bob Hope (NBC)	7.6	
Bob Hawk (CBS)	7.3	7.5
Life With Luigi (CBS)	7.3	7.5
Suspense (CBS)	7.3	6.9

MONDAY - FRIDAY DAYTIME

	Program Aver Rating Nov. Dec.	Sep Oc
Arthur Godfrey (CBS)	9.2	8.
Aunt Jenny (CBS)	7.7	7.
Helen Trent (CBS)	7.7	7.
Our Gal Sunday (CBS)	7.7	7.
Wendy Warren (CBS)	7.5	7.
Grand Slam (CBS)	7.4	7.
Big Sister (CBS)	7.3	7.
Ma Perkins (CBS)	7.3	7.
Rosemary (CBS)	7.2	7.
Young Dr. Malone (CBS)	6.8	6.

SATURDAY & SUNDAY DAYTIME

	Program Aver Rating Nov. Dec.	Sep Oc
Stars Over Hollywod (CBS)	5.7	
Theatre of Today (CBS)	5.5	5.4
Grand Central Station (CBS)	5.4	
True Detective Mysteries	5.1	5.1
The Shadow (MBS)	5.0	4.9
Give & Take (CBS)	4.8	
Let's Pretend (CBS)	4.6	4.9
City Hospital (CBS)	4.5	
Music With the Girls (Sat.) (CBS)	4.1	3.9
Arthur Godfrey's Roundtable (Sun) (CBS)	4.0	
Martin Kane (NBC)	4.0	3.5

ARC to Compton

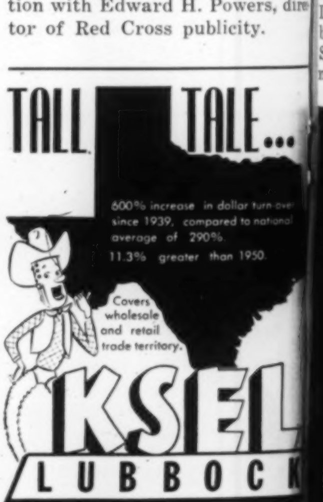
AMERICAN RED CROSS ca paign will be handled for the thi successive year by Compton Ad New York, as volunteer agen William Geoghegan, vice preside and account executive of Compt will act as supervisor in conju tion with Edward H. Powers, dire tor of Red Cross publicity.

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey
DAYTIME
KGW 350,030
Station B . . . 337,330
Station C . . . 295,470
Station D . . . 192,630
NIGHTTIME
KGW 367,370
Station B . . . 350,820
Station C . . . 307,970
Station D . . . 205,440

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



TALL TALE...

600% increase in dollar turn-over since 1939, compared to national average of 290%.
11.3% greater than 1950.

Covers wholesale and retail trade territory.

KSEL LUBBOCK

National Representative: Wm. G. Rambeau Co.
Southwest Representative:
Clyde Melville Co., Dallas, Texas

SAFETY AWARDS

To Be Given in Radio, TV

RADIO and TV stations and networks, as well as national and regional advertisers, are eligible to receive the National Safety Council's public interest awards and the Alfred P. Sloan awards for highway safety.

Public interest certificates are given in six categories for "exceptional service to safety", with radio and television stations and advertisers among those chosen also eligible to compete for the Alfred P. Sloan Foundation awards.

The Sloan awards are available only for radio and television contribution to highway safety and are conferred by the Sloan Foundation although administered by the National Safety Council, Chicago.

Judges of the public interest awards include Arthur F. Harre, general manager, WCFL Chicago; Wesley I. Nunn, advertising manager, Standard Oil of Indiana, Chicago, and coordinator of the Stop Accidents campaign for the Advertising Council; Robert K. Richards, director of public affairs, NARTB, and Judith Waller, director of public affairs and education, NBC Chicago.

Nominations can be made on blanks obtainable from the Safety Council at 425 N. Michigan Ave., Chicago, before March 15.

Jury members for the Sloan award include Kenneth G. Bartlett, dean of University College and director of the radio workshop, Syracuse U.; George Jennings, director of radio and television, Chicago Board of Education, and Ned H. Dearborn, president of the Safety Council.

WMAY Joins NBC

ADDITION of WMAY Springfield, Ill., to NBC radio's affiliation list, effective Feb. 1, was announced last week by Carleton D. Smith, network vice president in charge of station relations. The Springfield independent, he said, will be the network's 191st radio affiliate. WMAY, on 970 kc with 1 kw day and 500 w night, is licensed to the Lincoln Broadcasting Co. and has been on the air since 1950. Gordon Sherman is president and general manager.

Agency Beat

(Continued from page 15)

Co., S. F., named manager of copy for Lewis & Gilman Adv., Phila.

J. ALLAN HOVEY joins the copy staff of Gray & Rogers Adv., Phila.

GEORGE W. MILLER, Neal D. Ivey Co., Phila., named advertising director of Caloric Stove Corp., Phila., succeeding **TED BARAL**.

LAWRENCE J. CASEY appointed to public relations department of Weightman Inc., Phila.

KAY OSTRANDER, timebuyer, Dan B. Miner Co., L. A., on leave of absence to May 1. **MARGUERITE MEAGHER**, accounting department, to take over duties temporarily.

H. J. GERDTS Co., N. Y., elected to membership in American Assn. of Advertising Agencies.

JOHN LO BUONO Adv. moved to 212 Gross Bldg., Eureka, Calif.

ROBERT B. STRUBLE, radio-television director, Marketers Inc., L. A., to Anderson-McConnell Adv., Hollywood, as account executive.

DONALD L. HENRY, copywriter and assistant account executive, Buchen Co., Chicago, joins Harry G. Willis & Assoc., Glendale, Calif., as copy chief and supervisor of account service. **KENNETH ESSELSTROM**, agency staff artist, elevated to art director and supervisor of production services.

MICKEY MULLIGAN, Emporium Dept. Store, S. F., to Sidney Garfield & Assoc., S. F.

THOMAS ERWIN, account executive at Russel M. Seeds Co., Chicago, will outline "Agency New Business Methods" at meeting of Alpha Delta Sigma, local advertising fraternity, tomorrow (Tuesday).

STEVE BOWEN to Tatham-Laird, Chicago, as media director from Robert W. Orr & Assoc., New York.

DON STOFLE, production manager, Guild, Bascom & Bonfigli, S. F., to R. E. Hartford Co., S. F., printing and lithography firm, as production manager.

RICHARD G. MORRIS, formerly with *Philadelphia Bulletin*, is now production manager, Lohmeyer-Adleman Inc., Phila.

WOLFE TONE, printing department, *Portland Daily Journal of Commerce*, and **ROLLIE GABEL**, salesman, Bushong & Co., printing firm, join Don Allen & Assoc., same city, as production manager and account executive respectively.

On All Accounts

(Continued from page 14)

fray, Mr. Fisher handled his first television show in 1947, on an afternoon program for homemakers on NBC-TV. When the program switched to a nighttime format, it was the first evening show to originate on the cable from Chicago. Mr. Fisher spent a lot of time researching color values in the scale of grays, brand identifications and label corrections, to produce polished video.

A switch to Young & Rubicam, Chicago, enabled him to work on the agency's first TV film spot from that office, a minute series for Purity Bakeries. He resigned as associate director of television to join Gardner Adv.

At the St. Louis agency, he heads a department of 14 persons who work on business for 15 radio-TV clients. They include Pet Milk Co., Grove Labs., Ralston-Purina and the Lion Oil Co.

Mr. Fisher married the former Margaret Munson, his leading lady at Colorado U. Theatre. They live in suburban Brentwood with their son, Jeff. Problems of a cranky furnace, storm windows and perennials leave them somewhat defeated after a decade in Chicago as comfortable but cloistered "cliff dwellers."

GATES
QUINCY, ILLINOIS
Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS
THESE OFFICES TO SERVE YOU
QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

AWRT AGENDA

N. Y. Chapter Sets

NEW YORK City chapter of American Women in Radio & Television will hold its first annual all-day conference on Saturday, Feb. 9, in the North Ballroom of New York's Hotel Astor. "Forecast For The Future" will be conference theme, according to Chapter President Margaret Cuthbert, NBC supervisor of public affairs programs.

Morning session—for members only—begins at 10 a.m., with registration slated for 9:30. Guests and prospective members are invited to a 12:30 luncheon. Afternoon session is scheduled to begin at 2:30. Included in the afternoon program will be round table workshops featuring brief talks by experts on radio and TV production, writing, advertising, and packaging. Following the talks, remaining time will be devoted to answering questions from delegates.

Cost for all-day conference—including luncheon and gratuities—will be $5 for chapter members, and $6 for non-members. Checks should be mailed before Feb. 6 to Registration Chairman Mary Cameron, c/o General Foods, 250 Park Ave., New York, and made payable to Pat Meikle, treasurer of AWRT New York City Chapter.

WBUD Trenton, N. J., has opened new offices at 108-114 North Broad St. Until a new 1 kw transmitter plant is completed, programs will continue to originate from both Trenton and Morrisville.

In Canada
more people listen* to
CFRB
Toronto
regularly than to
any other station

*THE 1950 BBM figures show CFRB's coverage as 619,050 daytime and 653,860 night time—more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.

CFRB

Representatives:
United States—Adam J. Young Jr. Incorporated
Canada—All-Canada Radio Facilities Limited

WPEO SALE FILED

Wm. Ware Group Buys

SALE of WPEO Peoria, Ill., to William E. Ware and associates for $35,000 was announced last week by Mr. Ware. An application for FCC approval of the purchase of the 1-kw daytimer on 1020 kc has been filed.

Associated with Mr. Ware, who will own 28% of the stock in a new company to be called Television & Radio Peoria Inc., are Robert T. Hensley, St. Louis attorney, 12%; Dr. E. E. Haverstick and his son, E. E. Haverstick Jr., 21%; E. A. Rothaus, St. Louis accountant, 25%, and W. Dale Livingston, former Des Moines businessman, 12%. With Mr. Ware in the ownership of KSTL St. Louis are Mr. Hensley, Dr. Haverstick and Mr. Haverstick.

WPEO was established in 1950 with the call letters WMMJ. Upon FCC approval of the sale, Mr. Ware and associates intend to apply for a UHF television channel in Peoria.

Authority to boost the power of KSTL (690 kc) from 1 kw to 10 kw, daytime, has been requested of the FCC, Mr. Ware also announced. Anticipating a grant, Mr. Ware said new studios at the site of the transmitter are under construction and would be completed by March 1.

JERRY LAWRENCE and BOB LEE, writers NBC-radio *Railroad Hour*, have written Broadway play, *Inherit the Wind*, based on 1925 Swopes trial in Dayton, Tenn.

FOR FINEST TAPE RECORDING

KVMV
Twin Falls, Idaho

USES Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE

For new catalog — write:
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

JANUARY 18 THROUGH JANUARY 24

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

January 21 Decisions . . .

COMMISSION EN BANC

Exempted From Rules

WBZA-FM Springfield, Mass.—Granted petition for extension to Jan. 18, 1953, of exemption from Sec. 3.205 of rules which requests station to originate majority of its programs or two-thirds of its non-network programs, whichever is smaller, from its Springfield studios.

BY THE SECRETARY

Granted Licenses

KDMA Montevideo, Minn.—Granted license new AM station; 1450 kc, 100 w, fulltime.

WTIX New Orleans, La.—Granted license new AM station; 1450 kc, 250 w, fulltime.

KGMC Englewood, Col.—Granted license new AM station; 1220 kc, 1 kw, daytime.

WAKU Latrobe, Pa.—Granted license new AM station; 1570 kc; 250 w, daytime.

WORX (FM) Madison, Ind.—Granted license new FM station; 96.7 mc (Ch. 244), 350 w, ant. 290 ft.

KRXK-FM Rexburg, Idaho—Granted license new FM station; 93.7 mc (Ch. 229), 16.5 kw, ant. 150 ft.

WIST-FM Charlotte, N. C.—Granted license new FM station; 104.7 mc (Ch. 284), 50 kw, ant. 390 ft.

KSDS (FM) San Diego, Calif.—Granted license new noncommercial educational FM station; 91.7 mc (Ch. 219), 390 w.

WSKY Asheville, N. C.—Granted license covering frequency change and changes in ant. system; 1230 kc, 250 w, fulltime; cond.

Extended Completion Dates

WHIL Medford, Mass.—Granted mod. CP to change type of trans. and extend commencement and completion dates two months and eight months from date of grant.

KTBI Tacoma, Wash.—Granted mod. CP for extension of completion date to 2-18-52; cond.

KIOA Des Moines, Iowa—Granted mod. CP for extension of completion date to 4-1-52; cond.

WAGA-FM Atlanta, Ga. — Granted mod. CP for extension of completion date to 5-12-52.

Following granted mod. CP's for extension of completion dates as shown:

WPRT Prestonburg, Ky., to 7-3-52; WINR Binghamton, N. Y., to 4-30-52, cond.; KEPO El Paso, Tex., to 4-14-52, cond.; KNBR North Platte, Neb., to 4-15-52, cond.; WDMJ Marquette, Mich., to 1-31-52, cond.

ACTIONS ON MOTIONS

By Comr. Paul A. Walker

KYA San Francisco, Calif.—Granted petition for dismissal without prejudice of its application for construction permit.

Green Bay Bcstg. Co., Menominee, Mich., and M & M Bcstg. Co., Gladstone, Mich.—Granted petition of Green Bay to amend its application to specify 1340 kc, 100 w, fulltime, in lieu of 1490 kc, 250 w, fulltime; application, as amended, removed from hearing docket.

On Commission's own motion, M & M application was removed from hearing docket.

By Hearing Examiner Elizabeth C. Smith

WJKO Springfield, Mass.—Granted petition and supplemental petition to amend application to show engineering data prepared on basis of proof-of-performance on file at Commission for WJKO; application, as amended, retained on hearing docket, further hearing to be fixed by later order pending action on petition to enlarge issues.

Radio Sumter, Sumter, S. C.—Granted petition insofar as it requests leave to amend application to show (a) reduction in power from 250 w to 100 w, (b) change in ant. height and (c) change in ground system; application, as amended, removed from hearing docket; further ordered, that petition insofar as it requests immediate grant of amended application, is dismissed.

WVOP Vidalia, Ga.—Granted petition to correct in various respects transcript of testimony in proceeding.

By Hearing Examiner J. D. Bond

Chief, Broadcast Bureau, FCC—Granted, in part, motion for continuance of hearing in re applications of Springhill Bcstg. Co., Springhill, La. and Resort Bcstg. Co., Hot Springs, Ark., and continued hearing from Jan. 16 to Jan. 30, unless otherwise ordered; further ordered oral argument before examiner on Jan. 25, at 9:30 a.m., upon petition of Springhill Bcstg. Co., to amend application to request 1300 kc, 1 kw, daytime, in lieu of 590 kc, 500 w daytime.

By Hearing Examiner James D. Cunningham

KVSM San Mateo, Calif.—By memorandum opinion and order granted petition to amend application of KVSM San Mateo (a partnership) to (1) substitute Hugh H. Smith as applicant in lieu of partnership composed of Smith and three others who originally applied; and (2) specify for KVSM continued use of 1050 kc, in lieu of 1 kc proposed, with power increase from 250 w, to 1 kw, daytime, thus abandoning contingent proposal with KYA San Francisco, Calif. KVSM application, as amended, removed from hearing status and referred to broadcast license branch for issuance of new file number, pursuant to Section 1.3 (h) of rules.

By Hearing Examiner Leo Resnick

WJDX Jackson, Miss.—Granted petition for continuance of hearing from Feb. 12 to March 17 in Washington in proceeding upon its application and that of WGGA Gainesville, Ga., and for continuance from Jan. 17 to Feb. 2 taking of depositions with respect to those authorized for Starkville, Miss. from Jan. 19 to Feb. 23 those authorized for Raymond, Miss.; and from Jan. 21 to Feb. 25 those authorized for Jackson, Miss.

January 21 Applications . . .

ACCEPTED FOR FILING

License for CP

WHIL Medford, Mass.—License for CP, as mod., authorizing new AM station.

WMSC Columbia, S. C.—License for CP authorizing nighttime power increase and change in DA.

License Renewal

Following stations request renewal of license:

WBRD Ft. Lauderdale, Fla., WIRK West Palm Beach, Fla., WPLA Plant City, Fla., and WSIR Winter Haven, Fla.

TENDERED FOR FILING

AM—730 kc

KRLW Walnut Ridge, Ark.—CP

THAT REPAIR BILL

Results in House Measure

THE ELECTRIC age is bringing with it a multitude of mechanical problems. At least that's apparently the way it is seen by Rep. Walt Horan (R-Wash.), who is worried about the householders' consternation with the confounding mechanisms of home appliances—including radio and television sets.

Rep. Horan said as much by introducing a bill (HR 6219) in the House last Thursday that would require every (electrical) household appliance to have an instruction booklet tagged or packaged with it, giving an explanation on how to operate the appliance, take care of it and how to repair it.

According to the Congressman's bill, the Federal Trade Commission would be the clearing house for the booklets and would have to give its approval. But, the bill also states that the FTC would not need to approve if the instructions are not of "substantial assistance to the ordinary user." The bill was referred to the House Interstate & Foreign Commerce Committee.

ONE-HUNDREDTH telecast of Jim Moran's *Courtesy Hour* on WENR-TV (ABC) Chicago took place Jan. 25. The variety show, one of the earliest local programs of its kind in the city, has been sponsored by Courtesy Motors since March 1950 through Malcolm-Howard agency.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENT
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, M

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AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
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DAVID & BARBEAU
TELEVISION PROJECT CONSULTANT
STATION PLANNING and OVER-ALL GUIDANC
P. O. BOX 996 SCHENECTADY, NEW YO

CONSULTING RADIO & TELEVISION ENGINEERS

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Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE *

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE *

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26 Years' Experience in Radio Engineering
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WASHINGTON 6, D. C.
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KEAR & KENNEDY
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CONSULTING RADIO ENGINEERS
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JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
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JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE *

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE *

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

Member AFCCE *

change frequency from 1320 kc to 730 kc, change ant., etc.

January 22 Applications . . .

ACCEPTED FOR FILING

TV—Ch. 4

WTCN-TV Minneapolis, Minn. — CP to increase ERP from 17.9 kw vis., 9 kw aur., to 100 kw vis., 50 kw aur.

TV—Ch. 7

WCPO-TV Cincinnati, Ohio—CP to increase ERP from 21 kw vis., 12 kw aur., to 83.3 kw vis., 41.65 kw aur.

FM—105.1 mc (Ch. 286)

WARL-FM Arlington, Va. — CP to change ERP, ant. height above average terrain, trans. and studio locations and changes in ant. system.

License for CP

WADE-FM Wadesboro, N. C. — License for CP authorizing new FM station.

WAZL-FM Hazleton, Pa.—License for CP, as mod., authorizing new FM station.

WFNC-FM Fayetteville, N. C. — License for CP authorizing changes in FM station.

Modification of CP

WSB-TV Atlanta, Ga.—Mod. CP, as mod., authorizing new TV station, for extension of completion date to March 15.

CP for CP

WRAP Norfolk, Va.—CP to replace expired CP, which authorized new AM station on 1050 kc, 500 w, daytime.

January 23 Decisions . . .

COMMISSION EN BANC

License Renewal

Following stations granted renewal of licenses for regular period:

KGKB Tyler, Tex.; KXOB Stockton, Calif.; KBTM Jonesboro, Ark.; KADA Ada, Okla.; WDIX Dickinson, N. D.; KDZA Pueblo, Col.; KEVT Kerrville, Tex.; KLAS Las Vegas, Nev.; KLIC Monroe, La.; KLVT Levelland, Tex.; KOSA Odessa, Tex.; KSLO Opelousas, La.; KWTX Waco, Tex.; KXLO Lewistown, Mont.; WAZF Yazoo City, Miss.; WDEC Americus, Ga.; WFAI Fayetteville, N. C.; WFOM Marietta, Ga.; WKLK Cloquet, Minn.; WMMB Melbourne, Fla.; WMMT McMinnville, Tenn.; WOLS Florence, S. C.; KALG Alamogordo, N. M.; KOOS Coos Bay, Ore.; WHTB Talladega, Ala.; WJBW New Orleans; KGFJ Los Angeles; WBPZ Lock Haven, Pa.; WCNH Quincy, Fla.

Licenses for following stations extended on temporary basis for period ending May 1, 1952:

WCOL Columbus, Ohio; WESX Salem, Mass.; KGON Oregon City, Ore.; WJHP Jacksonville, Fla.; WTMC Ocala, Fla.; KCSB San Bernardino, Calif.; KDIA Auburn, Calif.; KFGQ Boone, Iowa; KICO Calexico, Calif.; KIOX Bay City, Tex.; KOKX Keokuk, Iowa; KRIB Mason City, Iowa; KROP Brawley, Calif.; KSTR Trinidad, Col.; KSWA Graham, Tex.; KXRJ Russellville, Ark.; WBBR Brooklyn, N. Y.; WCBA Corning, N. Y.; WDEM Providence; WEEK Peoria; WKLV Blackstone, Va.; WKLX Lexington, Ky.; WLYN Lynn, Mass. (Comr. Jones voting for regular grant); WMRO Aurora, Ill.; WNDR Syracuse; WNLK Norwalk, Conn.; WOV New York; WPLI Jackson, Tenn.; WTNJ Trenton, N. J.; WTTT Coral Gables, Fla.; KEXO Grand Junction, Col.; KPAT Pampa, Tex.; KRAI Craig, Col.; WAYX Waycross, Ga.; WJOB Hammond, Ind.; WSBB New Smyrna Beach, Fla.; KCON Conway, Ark.; WMNB North Adams, Mass.

Licenses for following FM stations granted on regular basis:

KERN-FM Bakersfield, Calif.; KBTM-FM Jonesboro, Ark.

WJHP-FM Jacksonville, Fla. — Present license for FM station extended on temporary basis to May 1, 1952.

(FCC Roundup on page 97)

CLASSIFIED ADVERTISEMENTS

Payqble in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

If transcriptions or bulk packages submitted, $1.00 extra charge for mailing. All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Wanted: General manager for 250 watt midwest independent town of 14,000. Absentee owner. Opportunity for right man to acquire up to 25% ownership. Box 21M, BROADCASTING.

Salesman

If you think sales, breathe sales, sell sales, then you are the man for us. Write Texas ABC station. Box 988L, BROADCASTING.

Time salesman. Salary plus commission. Good market. Texas. Box 989L, BROADCASTING.

Time salesman—Topnotch salesman for country area with station soon to be increased to 1 kw. KCNI, Broken Bow, Nebraska.

KTKT, Tucson, wants salesman with record. Good draw against 20%. Top music station in fastest growing market in west.

10,000 watt clear channel station in Honolulu wants experienced salesman. Best salary and commission for outstanding man. Contact Adam Young Office in Chicago (55 E. Wash. St.) or New York (22 E. 40th St.) for appointment.

Announcers

Immediate opening combination man, Georgia network affiliate near Atlanta. Favorable salary. Excellent working conditions. Write or wire Box 788L, BROADCASTING.

Announcer-engineer for Columbia affiliate in midwest. **$75 for forty hour week. Congenial, permanent position. Emphasis on announcing.** Box 841L, BROADCASTING.

Announcer who can also write copy for ABC Texas station. Box 886L, BROADCASTING.

Combination man wanted. Must be good announcer, capable of handling varied type programs. **First phone** requisite. Beautiful transmitter location, congenial organization. Guaranteed $300 a month. Periodic pay increases. Rush full details. East. Box 898L, Broadcasting.

Station in Texas resort city needs staff announcer with superior voice, authoritative delivery. Box 946L BROADCASTING.

Secure future for aggressive, responsible man on staff of southern independent. Excellent working conditions. Three years experience minimum with console operation. Personal data and audition with disc jockey. News and straight commercials. With first letter. All replies confidential. Box 936L, BROADCASTING.

Announcer with excellent voice, highly talented in ad lib and interviewing techniques wanted by network station in important Texas city. Box 945L, BROADCASTING.

Wanted, a combo man for Rocky Mountain network station. Please reply immediately. Send disc and particulars Box 960L, BROADCASTING.

Wanted, combo man, top pay. New station. Best chance to advance in position and increase earnings. Finest working conditions. Box 980L, BROADCASTING.

Eastern New York station wants reliable, experienced morning man. $65-40 hour week. Box 4M, BROADCASTING.

Southern station can use announcer-1st license man. Pay $80.00, 44 hours. Married man preferred with car. Box 32M, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Announcer-engineer, experienced and married for progressive ABC station in Washington state. Send photo and tape with application. Box 33M, BROADCASTING.

Announcer, mature, experienced, sober. Prefer south easterner. Excellent salary and opportunity for advancement. Send disc, picture and info in first letter to Box 36M, BROADCASTING.

1000 watt network station in the southwest is looking for a good all-round announcer for staff work and special events. Must be top announcer. Send audition with application. Box 64M, BROADCASTING.

Announcer-engineer wanted February 1. North Carolina station. Opportunity to learn radio. Box 88M, BROADCASTING.

Help Wanted—Southern regional network station with exclusive contract to broadcast professional baseball games desires topflight sports director who can skillfully and attractively call baseball and football. Outline experience and give reference as to reliability. Box 92M, BROADCASTING.

Florida CBS affiliate needs combo man strong on announcing. Send full details first letter. Southeastern man preferred. Box 95M, BROADCASTING.

Triple threat man wanted. Good announcer who can sell on the air and on the street, with first class ticket and experience. Not easy to find, but neither is this kind of a job. Top salary; opportunity to become executive. California network station in non-metropolitan city. Box 100M, BROADCASTING.

Immediate opening experienced staff announcer for 1000 watt indie full-time east Penna station. No board work. Box 102M, BROADCASTING.

Wanted: Good announcer with first phone immediately. Good salary for right man willing to work. KBTA, Batesville, Arkansas.

Announcer with good selling, mature voice and personality to please midwestern audience. Send complete details and audition. KCOM, Sioux City, Iowa.

5000 watt CBS affiliate has immediate opening for announcer - copywriter. Rush full information including picture, audition, salary required. KFBB, Great Falls, Montana.

Announcer-engineer immediately, announcing. $90.00 per week. Call Cleve Griffin, KIOX, Bay City, Texas.

Wanted. Announcer-engineer, emphasis on announcing. Good pay with permanent position to right person. Radio Station KLIC, Monroe, Louisiana.

Announcer, first phone. New, growing operation interested in good production. Good permanent opening for right man. Disc, tape, salary, resume first letter. KWBM, Williston, North Dakota.

Wanted—Announcer with hard punching commercial voice. Prefer south easterner. Send audition material to WBRM, Marion, N. C.

Staff announcer. Sportscasts, some play-by-play and regular staff duties. Mid February. Photo, disc, minimum salary to PD, WENE, Endicott, N. Y.

Sportscaster, excellent opportunity for experienced man who has sports "knowhow." Graduated pay scale, plus talent. Send letter of qualifications, salary expected, photo and audition to Station WFDF, Flint, Michigan.

Combination announcer-engineer immediately. Increasing staff, good opportunity, $300 month plus extras. Rush audition and details. WMVO, Mount Vernon, Ohio.

Help Wanted (Cont'd)

Experienced, capable announcer with engineering knack. First class ticket or moderate pay to ambitious announcer who studies for ticket in off hours and qualifies in reasonable time. WSMI, Litchfield, Illinois.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

First class engineer, looking for dependable technician, no announcing, permanent, living conditions reasonable in Texas station. Box 998L, BROADCASTING.

Engineer-announcing or operator willing to learn announcing, above average opportunity for man who can meet public. Box 37M, BROADCASTING.

Immediate opening for first class transmitter engineer at southwest 50,000 watt station. Minimum 5 years experience and car necessary. Top pay for right man. Box 45M, BROADCASTING.

Chief engineer—Virginia regional. Man of unquestioned honesty, loyalty and knowhow. State experience, all facts, including salary expected. Replies confidential. Box 55M, BROADCASTING.

Chief engineer, qualifed for maintenance directional, HF operations. No board work, emphasis on construction and maintenance XM audio-recorders, etc. California station with power increase, TV in offing. Submit full details experience, references, photo, salary expected. Box 71M, BROADCASTING.

Studio engineer with first class license. Send complete details including snapshot. Prefer man with relatives in Rocky Mountain area. KFEL, Albany Hotel, Denver, Colo.

Wanted: 2 engineer-announcers, 1st phone for 250 watt Mutual outlet, $60.00 for 40 hour week. Contact Bill Murphy, Station KIYI, Shelby, Montana.

Sunshiny southwestern CBS station needs man with ticket. Good salary, regular pay raises, good working conditions. Send full particulars to Jim Duncan, KSIL, Silver City, N. Mex.

Needed immediately, experienced or inexperienced first class phone man, pref. single. Climate and working conditions ideal. Write, wire or phone Ted Nelson, KVER, Albuquerque.

Immediate opening, combination man. Must be engineer capable of chief's job. Good pay, pleasant surroundings. Give full details first letter. WACA, Camden, South Carolina.

First class operator. Experience not necessary. Prefer single man. $50.60 for 44 hour week. WEPM, Martinsburg, W. Va.

First class engineer-operator needed immediately for fulltime station. WFAH, Alliance, Ohio.

Wanted—First phone transmitter operator. Directional also FM. Contact D. B. Trueblood, WGBR, Goldsboro, N. C.

Have immediate opening for first class operator, studio and transmitter work. Experience not necessary. Write WHDL, Olean, New York, for further information.

Wanted: Engineer with first class phone. No experience necessary. Company on air with AM-FM-TV. Paid hospitalization and insurance. Immediate opening. Give full resume of background and salary expected in first letter. Write Technical Supervisor, Radio Station WJEF, Pantlind Hotel, Grand Rapids, Michigan.

WLEC, Sandusky, Ohio, offers permanent position for engineer. Fine vacation plan. $60.00 per 40 hour week. Air conditioned modern station in Ohio's vacationland.

Help Wanted (Cont'd)

Need immediately, engineer-announcer with first class license. WMJM, Cordele, Georgia.

Engineer or announcer-engineer, immediate opening, WVOS, Liberty, N.Y.

Production-Programming, Others

Texas station desires male copywriter with ideas. Some announcing. Submit samples. Box 885L, BROADCASTING.

Versatile, experienced program director for network station in California. Creative ability, showmanship and good voice. Not afraid of "radio" hours. Smaller friendly community where living is wholesome. Good deal for producer. Box 986L, BROADCASTING.

Prolific, experienced writer of commercial copy that sells. Some air work. Ability to meet sponsors and make friends. Small community network station in California. Box 987L, BROADCASTING.

Wanted—Copy chief long on experience to head continuity department. Ideas and ability will pay off to right man. 5 kw station in metropolitan midwest market. Ideal working conditions. TV application filed. Box 24M, BROADCASTING.

Experienced copywriter - announcer. CBS station in large Penna. market. Aggressive organization. Box 44 BROADCASTING.

Excellent opportunity. Major eastern city. Top independent. Prefer young experienced, married man. Box 54 BROADCASTING.

Continuity writer capable of taking over copy department, writing fast punchy copy and supervising one other clerical assistant in department. Experienced radio gal with lots of knowhow can get good permanent connection with our hard hitting midwest independent. Write 60M, BROADCASTING.

Wanted: Experienced newsman, obtain, edit, deliver. 1st phone desired, not essential. Friendly community. Immediate opening. KOMW, Omak, Washington.

Television

Technical

TV engineer wanted immediately. Television training desired, first class license and experience desired but not necessary. Box 828L, BROADCASTING • *TELECASTING.*

Chief engineer for eastern TV network station. Construction experience and administrative ability essential. One of the best positions in the industry. Starting salary $8,000 to $10,000. Station will assist in finding satisfactory housing. Send complete information including photo. Box 14M, BROADCASTING • *TELECASTING.*

Engineer for expanding TV station 1st class license. Prefer TV experience, AM experience considered. Please state experience and education. Starting salary $75.00. Box 70M, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

General manager available, 18 years experience, sober family man, financially sound, top record and references. Box 835L, BROADCASTING.

Over twenty years of constructive radio background. I defy anyone to show a better record or better reference than I can give. Seeks job as manager or sales manager of substantial station. 45 years of age, married, will go any place. Box 981L, BROADCASTING.

General manager-chief engineer, program director-chief engineer. years present station. Sober, settled 35. Available reasonable notice. Travel anywhere for right position. Box 72 BROADCASTING.

Thoroughly experienced junior executive in TV film administration wishes to relocate. Excellent radio and TV operations background. Top references. Box 79M, BROADCASTING.

Managerial position desired by young man 37, with 12 years in radio salesman to salesmanager to manager. Presently employed with large broadcasting co. but desire small market management in middlewest. Successful sales and management background. Available short notice. Confidential. Write Box 86M, BROADCASTING.

Situations Wanted (Cont'd)

Salesman

adio salesman desires job. Experi-
nced, car, married. Box 990L, BROAD-
ASTING.

Announcers

ttention: Southern New England states
nd New York City: I want to see snow!
oung girl, single, 3 years experience
taff announcing at large network
ffiliate. Deejay, actress, women's,
hildren's programs, can sell on air,
rite own copy. Tape, disc, photo on
equest. Box 807L, BROADCASTING.

portscaster network experience doing
lay-by-play baseball, football, basket-
all and boxing. Network references,
ponsors regarded me as best in the
usiness. Extensive experience in
ewscasting. Married and draft ex-
mpt. Box 849L, BROADCASTING.

nnouncer: 26, 6 years. Veteran. All
hases, offers. Permanent. Box 903L,
ROADCASTING.

portscaster—Heavy experience to 5kw,
lass A baseball, HS, college football,
asketball. Currently free lancing New
ork. Seek year-round sports station.
ox 926L, BROADCASTING.

xperienced announcer. Strong news,
usic. College background. Produc-
ion minded, can write. Thorough
nowledge sports, would like play-by-
lay. Box 975L, BROADCASTING.

ports announcer. Real promoter. Will
ccept only topnotch position. Base-
all must be included in job. Excellent
eferences. Box 992L, BROADCAST-
NG.

want a job in Wisconsin. Currently
mployed 50 kw southern station. Ex-
ellent position, but I'm homesick.
ox 35M, BROADCASTING.

ewscaster, staff announcer. 6 years
xperience. Age 26. Family man.
resently employed as program man-
ger but desire larger market with
pecialized duties. Minimum $75 per
eek. Tape and photo on request.
ox 39M, BROADCASTING.

aseball, excellent and colorful cover-
ge, really know the game. Exhaus-
ve knowledge of jazz and pops. Keen
terest and awareness of news and
ews coverage. Program ideas. Single,
t. deferred. Tape available. Box
M, BROADCASTING.

ombo man with 3 years experience.
refers location in Washington metro-
olitan area. Box 42M, BROADCAST-
NG.

esire initial opportunity. Married,
e 22, three years college. Veteran,
raft exempt. Strong on farm, good
mmercial, fair news and music.
refer midwest. Will accept reason-
ble offer elsewhere. Box 46M, BROAD-
ASTING.

nnouncer, 6 months experience, ex
rofessional baseball player desires
lay-by-play sports. Box 47M, BROAD-
ASTING.

ersatile, experience, draft exempt an-
ouncer; commercial newscasts, music
hows, DJ work that sells, married.
eferences available covering 5-year
ackground. Possibly available Feb-
ary 10th. Box 48M, BROADCAST-
G.

mbination announcer-engineer. First
hone. Strong on DJ. Desire work
re in California, 1 year announcer
d 5 years technical experience. Mar-
ed, veteran. Available immediately.
arried, veteran. Available immedi-
ely. Box 49M, BROADCASTING.

commercial DJ. Presently employed
50 kw. AM-TV midwestern network
filiate. Have proof of popularity.
arried. Desire Chicago or New Eng-
d area. Photo and disc on request.
x 50M, BROADCASTING.

rsatile woman's feature announcer,
tinuity writer, account servicer. Ex-
ent references. Box 52M, BROAD-
STING.

nbination man with five years ex-
ience. Dependable man requires
d salary. Arkansas-Louisiana area.
53M, BROADCASTING.

Situations Wanted (Cont'd)

News, play-by-play sports, solid commercial announcing. Thoroughly experienced. Box 56M, BROADCASTING.

Announcer, 26. Six years. Veteran. All phases. Chicago area. Permanent. Box 59M, BROADCASTING.

Announcer, single, World War II vet, no reserves. Background includes news, sports, staff at 50,000 watt network station in south. Enjoy early morning shift. Available immediately. References and disc for your approval. Box 61M, BROADCASTING.

Experienced announcer-disc jockey wants full or parttime shift N.Y.C. area. Box 62M, BROADCASTING.

Excellent newscaster with warm mature delivery plus most original late disc show in radio. Box 73M, BROADCASTING.

Morning man. First phone. Entirely sober, honest, reliable. Not character. Desire competitive market. $100 week. Box 75M, BROADCASTING.

Announcer, 2 years experience, age 23, draft exempt, single. Desires position anywhere along east coast, midwest staff, DJ, news experience. Box 80M, BROADCASTING.

Recent graduate SRT desires staff position. Consider all offers. Prefer eastern Ohio or western Pennsylvania. Box 82M, BROADCASTING.

Announcer, sports, special events, news. Five years experience. Desires better opportunity. Single. Will travel. Box 83M, BROADCASTING.

Announcer, experienced news, sports, copy, production, PD. College. Draft exempt. Employed. Box 87M, BROADCASTING.

Experienced announcer, all phases, age 24, four years on topflight radio, TV stations. Veteran. College grad. Prefer metropolitan areas. Box 90M, BROADCASTING.

Experienced sportscaster, 27, married, veteran, presently employed, desires play-by-play position. Will go anywhere for right offer. Tape available. Box 91M, BROADCASTING.

Recent SRT graduate desires position staff announcing. Midwest preferred. Box 93M, BROADCASTING.

Announcer, DJ, thorough knowledge of music, all phases. Interested in news coverage, will do leg work. Have fresh program ideas. Vet, deferred, single, tape available. Bob Barrett, 309 West 107th St., N. Y. C.

Experienced announcer. Board experience, available in two weeks. Call Frank Currie, 777, Cedartown, Georgia. Go anywhere.

Announcer, school grad. Some experience. Single veteran, 24. Contact Edwin Lazear, 2407 Main St., Wellsburg, W. Va

Sportscaster, control board operator, heavy on news. Limited experience. Draft exempt. Al Martin, 1385 Willoughby Avenue, Brooklyn 37, New York.

Announcer, graduate SRT Chicago. Excellent diction. Versatile. Single. Veteran, draft exempt, colored. Harry L. Moore, 5315 Drexel Blvd., Chicago. Butterfield 8-8910.

Technical

Chief engineer, seven years experience, presently employed, 30 years old, family. Desires location in west. Box 31M, BROADCASTING.

Chief engineer—Over 20 years experience all phases. No anouncing. Would like to contact progressive station any power, any combination AM-FM-TV or only one operation. Box 41M, BROADCASTING.

Engineer, 1st phone. Experienced all phases. Desires permanent position. Box 43M, BROADCASTING.

Engineer, twelve years experience. Present chief. CREI graduate. South or southeast. Box 51M, BROADCASTING.

Presently employed chief engineer small station wishes position larger station. Married, draft exempt. State salary. Box 58M, BROADCASTING.

Chief engineer, 6 years experience, wants position as chief or engineer. Minimum $75 week. Television training. Box 69M, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, first class ticket, two years experience, presently working 5 kw. Midwest. Reason for leaving financial. Box 74M, BROADCASTING.

Veteran, married. Radio-TV grad. 1st phone. Desires a position as operator in or around New York. Box 76M, BROADCASTING.

First phone license, radio-television graduate, professional musician, veteran, 26, married, inexperienced, desires position New York City vicinity. Box 77M, BROADCASTING.

2nd phone. Desires position offering versatile opportunities. East. State salary. Box 78M, BROADCASTING.

First class ticket, receiving medical discharge from Signal Corps in February. 6 months experience. Married, have car, prefer south or west coast. Box 94M, BROADCASTING.

First phone, colored, 6 years radio. Available. State salary, transportation requirement. H. Allen, Route #3, Box 128X, Laurinburg, N. C.

First phone. No commercial experience. Single. 26. Available immediately. State particulars. Joseph Bonomo, 34-11 105th Street, Corona 68, New York.

2nd class licensed vet. Age 24, single. Experienced as a combo operator. Contact Lee R. Sterkenburg, 324 S. Grange Ave., Sioux Falls, S. Dak. Phone 2-4929.

Production-Programming, Others

News, special events man. Metropolitan market experience. Proven ability to produce salable newscasts. Youthful, aggressive. Top references. Interested only in high caliber metropolitan operation. In no hurry. Box 30M, BROADCASTING.

Copywriter, male, experience network affiliate and independent. Looking for progressive station in the east. Box 63M, BROADCASTING.

Program director. 9 years experience everything but engineering. Proven record metropolitan and small market operation. Box 81M, BROADCASTING.

Television

Technical

TV chief engineer position desired. 3½ years experience in all phases of network television. Additional experience in lighting and installation. B.S. in E.E. and first phone. Presently employed. Will consider post-freeze opportunities. Box 970L, BROADCASTING • *TELECASTING*.

For Sale

Danville doesn't want my last 60 shares of stock in WBTM-AM and FM. Cost me $42.00 per share. Make me an offer. Sandy Guyer, General Manager, WMOA, Marietta, Ohio.

Stations

Successful station near Lake Erie, 1000 watts. City of between 100,000 and 200,000 population, one of nation's top 100 markets. Box 18M, BROADCASTING.

Southwest. 1000 watts. Nets $2000 month. Asking $130,000. Ideal opportunity in fast growing area. Box 38M, BROADCASTING.

Equipment etc.

250 watt RCA transmitter plant complete with all associated equipment and 189 ft. tower for sale at substantial saving. Excellent condition. Has had careful maintenance. Make us an offer. Box 84M, BROADCASTING.

For sale: RCA field intensity meter, 308-A, frequency range 120-18000 kc. Excellent condition. Box 98M, BROADCASTING.

For sale. Presto RC 10-24 six months old with type 900 amplifier $800.00. Magnecord PT6-R amplifier with PT6-AH mechanism and PT6-M large reel adapter $500.00. Box 101M, BROADCASTING.

Wanted: One Gates S40 or RCA 76B5 console in good condition. Write price and full details to MBC, P. O. Box 442, El Paso, Texas.

1 Western Electric 2 channel console complete with table. Used less than one year. Call or write Station KCJB, Minot, North Dakota.

For Sale (Cont'd)

General Radio modulation monitor, model 731 A, $150. Western Electric frequency monitor model 1C, $250. Write KFVD, Los Angeles 5, Calif.

Best offer takes two 109A-Western Electric reproducer groups; pickups, arms, equalizers, etc. Write Chief Engineer, WOTW, Nashua, New Hampshire.

500 W.A.M. transmitter complete with all drawings and one set of new tubes. No crystals. WOHP, Bellefontaine, Ohio.

For sale: One RCA BTA-1L transmitter. WRJW, Picayune, Miss. Phone 510.

250 watt high frequency broadcasting transmitter damaged. For sale "as is" for best offer. Mercury Adjustment, 880 Bergen Avenue, Jersey City 6, N. J. Journal Square 2-5785.

Wanted to Buy

Stations

Will pay ten thousand dollars for controlling interest in daytime AM within hundred twenty five miles of Pittsburgh, Penna. Will move in as operator. Box 85M, BROADCASTING.

Station wanted. Small market station in south central, preferably Tennessee. Must be reasonable. Box 97M, BROADCASTING.

Equipment etc.

Wanted: 1 kw AM transmitter. Antenna tuning unit flasher and photoelectric control. Box 805L, BROADCASTING.

Wanted—One 10 kw FM transmitter. State age, price and condition. Box 956L, BROADCASTING.

Wanted: 5 KW AM transmitter. Also: 1 kw and 10 kw short wave transmitters. Description, price, please. Box 57M, BROADCASTING.

Equipment for complete FM station. Transmitter, 525 feet of coaxial cable, AM-FM isolation unit, frequency-modulation monitor, pylon or other FM antenna. Box 89M, BROADCASTING.

Used 1 kw transmitter of recent design. P. O. Box 561, Broken Bow, Nebr.

Wanted: 1 or 3 kw FM transmitter. 460 feet 1⅝ inch transmission line, antenna and monitors. State price and condition. KWOA, Worthington, Minn.

Will pay cash for good one kw transmitter, modulation and frequency monitor, two turntables and record library. What do you have? Write C. L. Graham,, 1145 Walnut Street, Gadsden, Alabama.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

Help Wanted

THE WESTERN SLOPE BROADCASTING COMPANY *has the following vacancies to be filled.*

KFXJ—**Grand Junction, Colorado. Staff announcer. Starting pay $72.80. Opening February First.**

KGLN—**Glenwood Springs, Colorado. Combination Engineer-Announcer. $75.00. Immediate opening.**

Television

Production-Programming, others

HELP WANTED

Skilled publicity writer by large midwestern radio-television organization. Give resume of background and experience; state salary required. Address Box 96M, BROADCASTING • *TELECASTING.*

(Continued on next page)

Confirm Reed, Canham

NOMINATIONS of Philip D. Reed, General Electric Corp., and Erwin D. Canham, *Christian Science Monitor*, to the U. S. Advisory Commission on Information were confirmed by the Senate Jan. 17. Already members of the commission, they will continue to serve for an additional term of three years, ending Jan. 27, 1955. The commission serves as an advisory unit to the State Dept. on the Voice of America and other programs.

Situations Wanted

Announcers

A MONEY MAKER FOR YOU

Available in June, a national-award winning personality D.J. show.

Talent: $500. per week or percentage arrangement.

FOR AN UNUSUAL PROGRAM WHICH SPELLS

S-A-L-E-S

Write or wire

Box 34M, BROADCASTING

For Sale

Stations

UNUSUAL OPPORTUNITY

good 250 watt fulltime station in growing east coast city of 16,000 can be purchased right now at a real discount. Has excellent potential. Box 971L, BROADCASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

Howard S. Frazier

TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

SELENIUM

Shortage May Cause Plant Shutdowns

WARNING that manufacturers of selenium rectifiers "may be forced" to shut down within three weeks because of shortages was sounded last Thursday by industry representatives.

This crisis was posed before officials of the National Production Authority by members of a selenium rectifers industry advisory committee.

Several plants will have to close unless materials are made more readily available, NPA was told. Some manufacturers received no supplies during January and others only 20%, representatives said. Moreover, inventories are very low.

NPA promised to bring the appeal before its own inter-agency advisory committee this past Friday, when condenser manufacturers also were slated to meet in Washington with NPA authorities.

There is hope for eventual easing of the shortage through imports from Germany and Italy, but not in the near future [B•T, Jan. 7]. Rectifiers are needed for defense projects as well as the home radio-TV receiver industry.

Two government production officials also took a look at the consumer hard goods picture last week. Manly Fleischmann, Defense Production Administrator, told the National Assn. of Home Builders that scarcity of materials will cut deeper into the civilian supply, but consumers will feel only scattered shortages.

Leslie P. Doidge, chief of the National Production Authority's Consumer Products Division, said there would be "no shortage" of radio-TV sets and other appliances this year. He based his prediction on availability and display of goods at Chicago's semi-annual furniture and household wares shows [B•T, Jan. 14].

There also were other encouraging signs on materials:

- Agreement has been negotiated by the U. S. and United Kingdom for interchange of steel, aluminum and tin this year. U. S. will receive aluminum in exchange for steel.
- The Senate Small Business Committee, in a report filed by Sen. John Sparkman (D-Ala.), endorsed the "guns and butter position" taken by Defense Mobilizer Charles E. Wilson. The Defense Chief had disagreed with certain members of Congress who claimed that civilian production had not been cut back sufficiently and that the military program had suffered accordingly.

Strictly Business

(Continued from page 18)

Israel, now 36, who was enthusiastic about the idea. So the brothers opened up their Super Cut Rate Drugs on May 1 with the small sideline of records.

In 1942, they began spending $40 a week for advertising over WWDC Washington, strictly on disc jockey programs.

Starting out with a radio slogan, "If you can't get it at Super, you can't get it," the brothers built up a reputation for hard-to-get records.

It already had dawned on them there was a greater market for phonograph records than for prescriptions and sundries.

Buying records at first wasn't easy. One major distributor said, "I'll die before I put records in a drugstore." Now even the most recalcitrant distributors have been won over.

Announcement Jams Traffic

Among the sales of particular records which stand out in Irvin Feld's mind is that of an instrumental, "Honeydrippers." Though the record was very difficult to obtain, the brothers were able to pick up 5,000 copies which were unclaimed in Baltimore. Over WWDC, a disc jockey played the record and made a brief announcement that Super had at last been able to get the record and that it would go on sale the following morning.

"Without exaggeration," said Irvin Feld, "there was such a traffic jam for blocks that when my brother and I tried to get down to open up the store, we couldn't even get near the place. We had to park our car and walk a couple of blocks. We sold all 5,000 copies that same day."

Another record put out under their own label—Super Discs—had a phenomenal sale. That record was "Guitar Boogie," made in three minutes without rehearsal only to fill out a fourth side on two records the Felds were having made. More than a million copies of that record were sold. Arthur Godfrey, then a WTOP Washington disc jockey, played the record four straight times one morning.

The record manufacturing business grew to such proportions that it was demanding too much time. So now the Felds put out records under the MGM and Decca labels. They constantly are on the lookout for new talent and now have 16 artists under contract.

Irvin and Israel Feld also have gone into the concert busi
Famous recording artists have b
brought to entertainment-star
Washington and have been a h
success. The Felds have expa
concert showings into Baltim
Richmond and Norfolk in a
tion to Washington.

"For these concerts, we satu
these markets by buying two, t
four hundred spots on a local r
station, beginning about t
weeks before the event," it wa
plained.

Both brothers live in Wash
ton and both are married.
has two children, Karen, 4,
Kenneth, 2.

Already the Feld operati
said to be the largest selle
phonograph records south of
York. And the fact remains
they are still growing—than
radio.

Slumber Symphony

AN "experiment" in all-night programming will be launched by NBC-owned WNBC New York Feb. 1 with a symphonic series titled "Music Through the Night" filling the hours from 12:05 to 6 a. m., it was announced last week. Listener reaction will determine whether this type of musical fare will be continued indefinitely, authorities reported, but the midnight-to-dawn schedule will open with *Toscanini at Midnight* recordings from 12:05-1 a.m., followed (in 30-minute and hour-long segments) by *Masters of the Keyboard, Boston Pops, String Time, Meet the Artist, Musical Americana, Music From the Movies, Light Classics* and *Symphony at Dawn*.

TRUSTEE NAMED

Ross Directing B

WILLIAM B. ROSS, head of W.
Ross & Assoc., Los Angeles adv
tising and public relations agen
last week was appointed fede
court trustee of Broadcasting Co
of America (KPRO Riversi
KREO Indio, KPOR Blythe, KR
Brawley, Calif.) "to operate
stations, its business and its p
perties" [B•T, Nov. 5, 1951].

Fred Carr, former newspa
publisher, was named general ma
ager of the four stations, reporti
to Mr. Ross, who said they will t
to put the stations on a payi
basis.

A list of creditors was to be fi
at the weekend in Los Angeles fe
eral court with Judge William I
Byrne. BCA last October filed a p
tition to reorganize under t
Federal Bankruptcy Act. In t
petition financial difficulties we
ascribed to expenses accrued i
prosecution of a TV grant obtai
in 1946 but later withdrawn wh
Channel 1 was deleted. BCA ass
at the time of filing were repor
as $550,874 with liabilities of $2
534.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH JANUARY 24

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,335	2,303	105		321	105
FM Stations	652	562	88	*1	12	2
TV Stations	108	93	15		482	171

* On the air.

(Also see Actions of the FCC, page 92)

* * *

Docket Actions . . .

DECISION AND ORDER

Elwood R. Horwinski, tr/as Radio Tahoe, Tahoe Valley, Calif.—1. Commission has under consideration (1) above-entitled application of Radio Tahoe for new AM station on 1240 kc with 100 w at Tahoe Valley, Calif.; (2) record of hearing on said application; and (3) Examiner's initial decision, released Dec. 21, 1951. Initial decision looks toward denial of application because of applicant's default in prosecution of application. Time for filing exceptions to initial decision has expired and no exceptions have been filed. 2. Commission is of opinion that application must of necessity be denied because of applicant's default in prosecuting his application; that Examiner's initial decision should be adopted as Commission's decision, and that application should be denied for default. Decision Jan. 24.

OPINIONS AND ORDERS

Partmar Corp., et al.—By memorandum opinion and order FCC denied motion for reconsideration of Commission action Dec. 4, 1951, denying Partmar's petition to intervene in proceeding re applications of Paramount Pictures Inc., et al., and ABC, et al., which was without prejudice to further showing that petitioner's participation, beyond that of witness, will assist Commission in determination of issues in this case. In event petitioners decide to participate in role of witnesses in accordance with Sec. 1.723 of FCC rules, after hearing consideration will be given to appropriate request for filing of amicus brief. Decision Jan. 18.

WSAY Rochester, N. Y. — Federal Bcstg. System. By memorandum opinion and order FCC denied petition filed by Gordon P. Brown to intervene in proceeding re applications of Paramount Pictures Inc., et al., and ABC, et al. Decision Jan. 18.

Chief, FCC Bcst. Bureau—By order FCC granted petition to amend and clarify issues in Paramount-ABC proceeding set forth in Commission's orders of Aug. 8 and Aug. 27, 1951, designating case for hearing. Decision Jan. 18.

State Radio Council, Iowa County, Wis., and Highland Township, Wis.—State of Wisconsin. By memorandum opinion and order FCC granted applications for new FM stations: Iowa County, 91.3 mc (Ch. 217), ERP 50 kw, antenna height above average terrain 610 ft.; Highland Township, 89.9 mc (Ch. 210), ERP 50 kw, antenna height above average terrain 450 ft.; both stations non-commercial educational. In granting CP's for these stations FCC pointed out that rules governing non-commercial educational FM broadcast stations do not place limit upon number of such stations to be licensed to single entity or preclude licensee from having two or more such stations serving same area. Commission said:

"As stated in Section 3.502 of the rules one of the purposes sought to be accomplished by the reservation of a group of FM frequencies for the exclusive use of non-profit educational organizations is to encourage the establishment of statewide plans for non-commercial educational FM broadcast service. A limit upon the number of stations which might be held under common control would be inconsistent with this purpose. This is not to say, however, that the question of diversification of control of FM non-commercial educational stations is not pertinent in cases where there are competitive applications for such stations by qualified educational applicants."

Wisconsin State Radio Council was created in 1945 "to plan, construct and develop a state system of radio broadcasting for the presentation of educational, informational and public service programs." Council operates WHA-AM-FM Madison, WLBL (AM) Stevens Point, WHAD (FM) Delafield, WHKW (FM) Chilton, WHRM (FM) Rib Mountain, WHWC (FM) Colfax and WHLA (FM) Holmen. Decision Jan. 18.

20th Century-Fox Film Corp.—Commission denied as unnecessary and premature petition filed by 20th Century-Fox Film Corp. to enlarge issues in theatre television hearing scheduled for Feb. 25, to include issue of whether frequencies allocated to industrial radio services might be assigned to theatre television. To single out and specifically to put in issue frequencies allocated to industrial service, according to Commission, might imply that other frequencies which have been put into issue by petitions filed by other parties to proceeding are not also involved therein or that Commission is giving some preference to use of industrial frequencies for a theatre television service.

January 24 Decisions . . .

INITIAL DECISIONS

Henry W. Menefee, Madisonville, Tex. — Hearing Examiner George E. Sterling issued initial decision looking toward rescinding and revoking Commission's order of May 29, 1951, which suspended restricted radiotelephone operator permit and amateur radio operator and station (W5RAS) licenses for remainder of their respective license terms because of his participation in operation of unlicensed television station at Madisonville which retransmitted programs from KPRC-TV Houston without station's consent. Decision Jan. 21.

WQAN Scranton, Pa. — Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of application of The Scranton Times to change facilities of WQAN from 630 kc to 1450 kc, reduce power from 500 w to 250 w and increase hours of operation from daytime to fulltime; condition. Decision Jan. 24.

Non-Docket Actions . . .

TRANSFER GRANTS

KDMS El Dorado, Ark.—Granted assignment of license from Cotton Belt Bcstg. Co. to KDMS Inc. No monetary consideration. Granted Jan. 21.

KTFS Texarkana, Tex.—Granted assignment of license from Texarkana Bcstg. Co. to Radio Station KTFS Inc. No monetary consideration. Granted Jan. 21.

KCOK Tulare, Calif.—Granted assignment of license from Herman Anderson to Geneva Anderson and Rosalie C. Anderson, executrices of estate of Herman Anderson, deceased. No monetary consideration. Granted Jan. 21.

WHLI-AM-FM Hempstead, N. Y. — Granted consent to transfer of control FM Bcstg. Corp. from Elias I. Godofsky to Miriam N. Godofsky, executrix of estate of Elias I. Godofsky, deceased. Granted Jan. 21.

New Applications . . .

AM APPLICATIONS

Massillon, Ohio—Massillon Bcstg. Co., 1310 kc, 1 kw day; estimated construction cost $23,950, estimated first year operating cost $65,352, estimated first year revenue $79,200. Principals in applicant corporation are President John F. Weiner (50%), employed in engineering division, Goodyear Tire and Rubber Co., Akron, Ohio, and Secretary-treasurer Lee Laret (50%), owner of Lee Laret & Assoc., home builders, Youngstown, Ohio. Filed Jan. 21.

Roanoke Rapids, N. C.—Siouan Radio Corp., 1300 kc, 1 kw day; estimated construction cost $38,000, estimated first year operating cost $45,000, estimated first year revenue $55,000. Principals in applicant corporation are President J. Rives Manning (79.8%), president of National Loan & Insurance Co., Roanoke Rapids; Vice President Bernard M. Dahney Jr. (20%), manager of life insurance department, National Loan & Insurance Co., and Secretary-treasurer Louise R. Moody (0.2%), secretary-treasurer of National Loan & Insurance Co. Filed Jan. 21.

Coudersport, Pa. — Farm & Home Bcstg. Co., 600 kc, 500 w day; estimated construction cost $7,231.61, estimated first year operating cost $30,000, estimated first year revenue $45,000 (applicant purchased equipment of now deleted station owned by Canisteo Radio Corp., Hornell, N. Y., which totaled $4,731.61). Principal stockholder is Cary H. Simpson, general manager and partner of WKBI St. Marys, Pa. There are 23 other stockholders, all with minority interests. Filed Jan. 21.

Big Stone Gap, Va.—W. H. Wren Sr., W. H. Wren Jr. and Jean B. Wren 1220 kc, 1 kw day; estimated construction cost $28,675, estimated first year operating cost $40,000, estimated first year revenue $45,000. Partners are W. H. Wren Sr. (20%), chief accountant Virginia State Unemployment Compensation Commission; W. H. Wren Jr. (40%), general manager of theatres in Coeburn, Pound and Clintwood, Va., and Jean B. Wren (40%), housewife. Filed Jan. 22.

TRANSFER REQUESTS

KGMO-AM-FM Cape Giradeau, Mo.—Assignment of license from Richard C. Brandt, William C. Brandt and William M. Bryan, d/b as Cape County Bcstg. Co., to KGMO Radio-Television Inc., made up of above three stockholders, who each hold 20%, plus John J. Parker (20%), manager F. H. McGraw Co., Paducah, Ky., who pays $3,900 for 39 shares in new corporation, and Rush Limbaugh Jr. (20%), of the law firm of Limbaugh & Limbaugh, Cape Giradeau. Filed Jan. 21.

WPAZ Pottstown, Pa.—Assignment of license from a company to a corporation; no monetary consideration. Filed Jan. 21.

WTNB (WILD) Birmingham, Ala. — Transfer of control 51% interest from Thomas N. Beach to George A. Mattison for $30,600. Mr. Mattison is president and principal stockholder of Woodstock Slag Corp., Birmingham, Ala., and a partner with Roy Hofheinz in the Houston Slag & Materials Co., Houston Tex. The other 49% of WTNB is owned by Mr. Hofheinz. Filed Jan. 24.

ABC-TV Gross

(Continued from page 69)

United Fruit	4,762
Florsheim Shoes	4,350
TOTAL *	$18,297,589

1951 by Agencies

Young & Rubicam Inc.	$ 2,050,932
Dancer-Fitzgerald-Sample Inc.	1,949,426
Kenyon & Eckhardt Inc.	1,245,444
Tatham-Laird Inc.	1,116,649
William H. Weintraub Co. Inc.	863,528
Lennen & Mitchell	799,455
Geyer, Newell & Ganger Inc.	751,141
Ruthrauff and Ryan	713,184
Gardner Advertising Co.	689,568
J. M. Mathes Inc.	681,704
Brooke, Smith, French & Dorrance Inc.	564,680
Leo Burnett Co. Inc.	486,278
Erwin, Wasey & Co.	477,659
Stockton, West & Burkhardt Inc.	440,000
Hutchins Advertising Co. Inc.	410,782
Henri, Hurst & McDonald Inc.	376,027
William Esty Co. Inc.	315,090
J. D. Tarcher Co.	314,380
Weiss & Geller Inc.	310,572
J. M. Camp Co.	289,398
Hirshon-Garfield Inc.	233,265
Benton and Bowles Inc.	227,361
Earle Ludgin & Co.	197,311
J. Walter Thompson Co.	195,868
Grant Advertising Inc.	184,502
Turner & Dyson Inc.	172,709
Western Advertising Agency	170,402
Biow Co. Inc.	153,653
Meldrum & Fewsmith Inc.	136,098
Walter F. Bennett Co.	131,745
Foote, Cone & Belding	123,365
O'Neil, Larson, McMahon	123,071
Lamb & Keen Inc.	118,570
Ellington & Co. Inc.	115,400
Grey Advertising Agency	113,023
Anderson & Cairns Inc.	111,350
Campbell-Mithun Inc.	86,967
Ted Bates & Co. Inc.	86,537
R. H. Alber Co.	79,095
Gilbralter Advertising Agency Inc.	72,675
Raymond Spector Co. Inc.	71,940
McCann-Erickson Inc.	56,407
Guild, Bascom & Bonfigli	48,000
Batten, Barton, Durstine & Osborn Inc.	47,542
Tucker Wayne & Co.	46,891
Cecil & Presbrey Inc.	42,625
Frank Weston Advertising	40,370
Hoag & Provandie Inc.	37,383
Honig & Cooper	36,596
Schwimmer & Scott Inc.	36,550
Sherwin, Robert, Rodgers & Associates	36,270
Anderson, Davis & Platte Inc.	29,690
Politicals	25,783
Gotham Advertising Co. Inc.	18,615
Kastor, Farrell, Chesley & Clifford Inc.	16,350
J. J. Weiner Advertising	10,500
MacManus, John & Adams Inc.	8,101
Maxon Inc.	4,762
Gordon Best Co.	4,350
TOTAL	$18,297,589

KLIX
IS KLICKIN'

WANTED
used 10 kw AM
broadcast transmitter
STANDARD
OR COMPOSITE
MUST COMPLY WITH FCC REGULATIONS
Wire immediately
Box 103M, BROADCASTING

WORRIED ABOUT TV
COMPETITION IN CINCINNATI?
→ *See Centerspread This Issue* ←
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS
OF
SELLING POWER
WCKY
CINCINNATI

Color Order

(Continued from page 69)

Defense Production Administration, he continued:

However, I hope you appreciate my consternation and surprise when, after this understanding, the NPA issued an order . . . prohibiting the production of color TV sets or attachments designed to receive, permit or facilitate the reception of color television. This order is just another unwarranted crippling blow aimed directly and specifically at color television. It is an attempt to regulate the end product. What difference is there to the defense effort once you have made the allocation of the materials as to whether or not the materials are used for black and white, or color?

Sen. Johnson also said it was his understanding that administration of the order is under the charge of J. A. Milling, chief of NPA's End Equipment Branch (who leaves this post Feb. 1). He noted pointedly that Mr. Milling is "an RCA Service Co. vice president . . . loaned on a dollar-a-year basis" to NPA's Electronics Products Division."

"Mr. Milling knows of the long, hard struggle the television industry has experienced in developing color television to the point of acceptability to the FCC. I am sure he will agree with me that this is no time to start moving backward in the television art with new road blocks."

The Colorado Senator also requested data on whether manufacturers have used their full allocation of materials during the three quarters prior to Dec. 14.

Mr. Wilson explained that TV sets did not fall under the controlled materials plan until Oct. 1, 1951, and that it was impossible to determine this, since radios, phonographs and record players also are included. Allotments were made to 71 manufacturers during the third quarter for fourth quarter use. Forty-one other cases were transferred to field offices and 13 of the remaining 30 manufacturers actually returned materials allotted to them.

Mr. Wilson ascribed these returns to (1) improper balance of materials allocated, (2) large inventories of goods, (3) conservation measures which were pressed into effect, and (4) confusion among some manufacturers involving request for materials to produce component parts which they later purchased from other producers.

Explaining the background of the order, Mr. Wilson said he was informed that Radio-Television Mfrs. Assn. had questioned the legality of the meeting "in connection with possible anti-trust violations that might attend a voluntary cessation or curtailment of production of color television equipment."

For that reason, Mr. Wilson said, "it was decided that the wisest course" would be to issue the order which he felt adhered to views expressed at the meeting. "No objection to it was raised by any of the parties present," Mr. Wilson said, though he conceded "that the minutes of the meeting are not entirely clear as to the understanding reached."

Agrees on Scarcity Factor

The second meeting, the Defense Chief said, will help determine whether or not the order requires clarification or amendment," indicating that the regulation will stand in one form or another.

He agreed with Sen. Johnson's interpretation that the motivation for the "freeze" was the "scarcity of electronic equipment in relation to the great military demand for it."

Question of intent on NPA's part—whether the order is aimed only at home color TV set production or meant to encompass the whole broad field, including theatre TV—was raised by attorneys for MPAA and TOA.

A brief was prepared for MPAA by the legal firms of Welch, Mott & Morgan, Washington, and Fly, Shuebruk & Blume, New York, and for TOA by Cohn & Marks, Washington.

Noting that such a question has arisen, the brief advised NPA Administrator Henry Fowler "it is of real importance that the scientific advance in theatre projection equipment for color television be not impeded."

The brief cited vital interest in the establishment of a nationwide system of color television, and participation in proceedings now pending before the FCC. (FCC hearing is scheduled Feb. 25.) Progress in development and simplification of necessary large screen projection equipment (the CBS-Eidophor-20th Century Fox system) was reported in the letter.

"It is our view . . . that this order was not intended to and does not apply to theatre television, but is limited to the usual home television receiver," attorneys said. An official interpretation of the order and an opportunity for conferring with NPA officials, in the event the agency does not see fit to exclude theatre color television, were requested.

The brief continued:

> The order does not define the phrases "sets designed to receive color television" and "items solely designed to permit or facilitate the reception of color television." However, a literal reading of this language leads us to believe that the order is directed against the manufacture of home television receivers . . . for color reception and converters which would make home black and white receivers capable of receiving pictures in color. When consideration is given to the millions of home color television receivers which could have been manufactured and the vast amounts of critical materials which would have been used therein, the reason for Order M-90 is apparent. However, no such reason is applicable to theatre TV. Language directed at home receivers can hardly be construed to apply to the projectors in the theatres.
>
> Our views in this connection are supported by the statement in the preamble to Order M-90 to the effect that its issuance followed consultation with industry and trade association representatives. These industry representatives were all from manufacturers of home television receivers to which the order clearly applies. Since no representative or spokesman for theatre television interests were invited to participate or did participate in the conference, the inclusion of theatre television must not have been considered at the time.
>
> We are advised that little, if any, critical material, will be required for color projection over and above that now permitted for black and white theatre television. We are also informed that the production of a color TV projector—to serve thousands of people—will require no more critical materials than one or two home receivers. In view of the limited number of color theatre TV installations which will be made at an early date and the insignificant amounts of additional critical materials which would be needed for these significant installations, there would appear to be no sound reason to limit the development of this new industry. . . .

A similar request for clarification also was filed by the legal firm of Arnold, Fortas & Porter, Washington, for Paramount Pictures, which seeks clear-cut authority to use present materials for its Chromatic or Lawrence tube [B•T, Jan. 21, 7].

Experimental, defense, industrial and hospital uses are exempted from the NPA ban, as are research and test programs related to further development of color video systems.

The meeting will be held Feb. 8 at the new General Accounting Office Bldg., 5th & G Sts., N. W., Washington, with H. B. McCoy, NPA administrator, expected to preside.

NPA has completed the task of sending out invitations to interested parties. It was understood that representatives attending the first conference would be invited. The list presumably would cover, among others, Paramount Pictures, Chromatic Television Labs., CBS, RCA, DuMont Labs. and General Electric—all with more than passing interest in color television. Two representatives from each firm may attend.

Mr. Wilson's letter to Sen. Johnson mentioned Feb. 6 as the meeting date. This was the original plan until NPA set the conference back two days.

ZIV SERIES PLACED

Sales in 192 Citie

FREDERICK W. ZIV Co. reported last week that the first 17 days of selling on its new *I Was a Communist for the FBI* transcribed radio series had produced sales for local sponsorship of the program in 19 cities.

In most instances, the sales were made directly to stations for resale to local sponsors, Ziv Executive Vice President John L. Sinn asserted. Among station sales in major markets during the past week the following were listed: KHQ Spokane; WSPB Sarsota, Fla.; WDOD Chattanooga; WNOX Knoxville, and KGW Portland, Oreg.

Sales direct to sponsors have been made to advertisers "of exceedingly high calibre," Mr. Sinn reported. Advertisers who have bought the series, he said, include Hereford State Bank for KPAN Hereford, Tex.; Atlantic Greyhound Bus Line for WNAO Raleigh, N. C.; Strietmann Biscuit Co., which added Norfolk to its previous purchases for Charleston, W. Va., and Charleston, S. C., and Hecht's Bakery, for Kingsport, Johnson City and Bristol, Tenn.

I Was a Communist is a series of half-hour programs, now in production in Hollywood, based on the experiences of Matt Cvetic, undercover agent for the FBI, and starring Dana Andrews [B•T, Jan. 7]. Mr. Sinn calls it "probably the most important show in Ziv's history." By March 30, the scheduled release date, the Ziv company expects that it will have been sold in at least 400 markets.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Lockrae

ALL OVER AGAIN

On Records: Tony Fontane—Mer. 5754; Tommy Edwards—MGM 11035; Betty Clooney—King 15150; Carmen Taylor—Mer. 8262.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

BMI

Why buy 2 or more...
do 1 big sales jo
on "RADIO BALTIMORE
Contact
EDWARD
PETRY CO
WBA

COPYRIGHT BILL
Goes to Hearing Today

HEARINGS are scheduled to begin today (Monday) before a House Judiciary subcommittee on a bill that is designed to smooth the way toward bettering international copyright relations.

While complex and technical in nature, effect of the bill, if passed by Congress, would be to modify the manufacturing clause of the U. S. law on copyright by removing the works of foreign authorship from its coverage.

The bill (HR 4059) was introduced by Judiciary Committee Chairman Emanuel Celler (D-N. Y.).

Currently, works of a foreign author, if printed abroad (although in the English language), are protected for a maximum of only five years and a limited number of copies may come into the U. S. Additionally, works must be reprinted in the U. S. within the five year period or protection is lost. U. S. works, however, enjoy as much as a 50-year protection here and in many countries abroad.

Fear of such U. S. agencies as the State Dept. is that other countries may lean toward this practice and impose like restrictions against U. S. authors, book publishers, magazine publishers, composers, song writers and the movie-radio-TV industries. As a consequence, it is pointed out, many or all of the groups could lose their foreign markets. UNESCO, too, is interested as it is working for a new international copyright convention as a step in lifting barriers by increasing the flow of educational, scientific and cultural information among world nations.

AM-TV AD DRIVE
Begun by Crosley Corp.

SERIES of advertisements stressing need for both AM and TV advertising has been scheduled in leading industry magazines by Crosley Broadcasting Corp. Crosley President Robert E. Dunville said the schedule will cover the first six months of 1952.

First advertisement already has appeared in several trade publications, picturing an "advertising man of 1900" tacking signs on trees. Copy points out that such advertising may have been satisfactory at the turn of the century, but modern methods require use of both TV and AM to effectively reach the greatest possible audience for the maximum results.

Crosley operates WLW and WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton.

GENERAL ELECTRIC Co., Schenectady, announces a new eight-page booklet containing information on ten recent nuclear radiation detectors. Designated GEA-5735, the booklet covers GE radiation monitor, scintillation counter, portable radiation probe, area health monitor as well as other instruments designed for use in industry, hospitals, laboratories and civil defense.

RTMA MEET
To Consider TV Thaw, Color, Production

IMPENDING TV thaw, color video and related production problems will provide basic themes for the mid-winter conference of Radio-Television Mfrs. Assn., to be held Feb. 5-7 at the Roosevelt Hotel, New York.

Committees, divisions and other segments of RTMA will hold group meetings during the three-day conference, winding up with a Thursday board session. Robert C. Sprague, RTMA board chairman, will preside.

Three-point theme of the agenda involves, beside end of the FCC freeze, a series of problems centered around allocation of materials used in radio and TV sets as well as other electronic equipment. Of special interest is the color TV situation in view of an industry conference called by NPA to review its order prohibiting manufacture of color equipment [B•T, Jan. 21].

The NPA session with the industry is scheduled Feb. 8 in Washington. It was called by NPA to go into all angles of its autumn order prohibiting manufacture of color TV equipment. NPA has been asked many times to clarify its regulation (see story page 69).

Discuss Materials

RTMA's three-day conference will discuss NPA's material allocations and military production outlook for the year and will study availabilities for output of radio and TV receivers. Individual RTMA groups will take up their special problems.

Change of name for the Transmitter Division to Technical Products Division will be discussed Wednesday. The unit has been reorganized recently. A new Government Relations Section has been formed. It will go into the problems of doing business with the armed forces. Officers of the division will hold a Wednesday dinner meeting, with Chairman H. J. Hoffman, Machlett Labs., presiding.

Meeting of the Set Division Executive Committee will be held Wednesday morning under Chairman John W. Craig, Crosley Division of Avco Mfg. Corp.

Report on field tests of color TV standards developed by National Television System Committee will be made by W. R. G. Baker, General Electric Co., chairman of RTMA's Television Committee. He will present findings of a special task force set up to determine what effects lifting of the TV freeze will have on the manufacturing industry.

Explain New Units

Work of two new units in RTMA headquarters will be reviewed. William F. E. Long, director of the Statistical Dept., will explain the service under which RTMA now handles industry statistics. The department handles member data on a confidential basis. Albert Coumont, RTMA service manager, will discuss the long-range service program with the committee handling that activity.

Lee Pettit, General Electric Co., as chairman of the Advertising Committee will direct plans for award of TV or radio-phonograph receivers to each of the 50 state and territorial winners of the Voice of Democracy Contest for high school students. The contest is operated jointly with NARTB and U. S. Junior Chamber of Commerce, with endorsement of the U. S. Office of Education.

Packard Sponsors

PACKARD Motor Car Co., Detroit, will start sponsorship of *Rebound*, Bing Crosby Enterprises series of half-hour TV films, in 19 markets early next month [B•T, Dec. 10, 1951], it was announced last week. Stations include all five ABC-owned TV outlets. Packard agency is Maxon Inc.

1889 Lloyd C. Thomas 1952

LLOYD CREIGHTON THOMAS, 62, owner and president, KGFW Kearney, Neb., died last Tuesday in that city.

Mr. Thomas

A pioneering veteran of radio, Mr. Thomas was associated with the broadcast medium since 1927. During his career, Mr. Thomas served as a newspaper man, an executive of the chamber of commerce, as a state legislator 1917-18, a station manager and general commercial manager of the Westinghouse stations operating in the 30s.

In 1932, Mr. Thomas was instrumental in setting up NBC's Local Service Bureau in New York.

Born in Elwood, Neb., July 8, 1889, Mr. Thomas frequently came to the fore in broadcast affairs. In 1938, Mr. Thomas, then with WROK Rockford, Ill., headed a committee of non-network broadcasters concerned with the activities of the American Federation of Musicians. The committee, first set up as a fact collecting unit, later turned a negotiating hand and won agreement from AFM which set a national pattern for contracts between the union and stations.

NFL TV POLICY
No Change for '52

TELEVISION policy of the National Football League, considered in the final session of the four-day-and-five-night annual meeting which ended in New York Sunday night, will remain unchanged this year in spite of federal charges that it constitutes unreasonable restraint.

"We shall continue to televise under the same conditions that prevailed in 1951," League Comr. Bert Bell reported. Clubs are allowed to telecast as they see fit, in agreement with the visiting team, but with the provision that the game not be telecast within 75 miles of a city where a League game is being played. Telecasts of other League games also are forbidden in a city if that city's home team is away and telecasting or broadcasting its game back home.

Adding that "our lawyers will defend the suit in every possible way," Comr. Bell said: "We believe the plan to be reasonable and will so operate in 1952." Television policy, contained in Article 10 of the League constitution, caused the Justice Dept. to institute charges under federal anti-trust legislation.

'AL PEARCE SHOW'
CBS-TV Begins Feb. 11

NEW MORNING TV show starring Al Pearce, veteran radio comic, will start on CBS Television on Feb.11 and will be offered to advertisers in units of one or more quarter hours per week, CBS TV Network Sales Vice President Fred M. Thrower announced last Thursday. The variety-revue series will be scheduled 10:45-11:30 a.m. EST Monday through Friday, originating in Hollywood.

Mr. Thrower noted that the sales plan for the *Al Pearce Show* is like that of the *Garry Moore Show*, which, he noted, "has had sponsors waiting in line to take over one of its quarter-hour segments" (also see story page 70). The Pearce program will offer highlights from the early days of the Al Pearce "Gang," plus new features.

The Nation's
BIGGEST MONEY-MAKER
For Stations
"The Magic Word"
Radio's Newest
and
Most Exciting Game
Copyrighted by:
John Greene
Productions
Box 641
Rock Hill, South Carolina

at deadline

SHORTAGE OF MATERIALS FOR COLOR TV CLAIMED

LIFTING of National Production Administration formal ban on color TV would still limit industry to black-and-white process because of acute shortage of such materials as cobalt, Horace B. McCoy, NPA assistant administrator, said Friday (early story page 69).

Mr. McCoy said as far as he knew major TV firms still are going along with freeze on mass production of color sets, agreed on at Oct. 25 conference with Defense Mobilizer Charles E. Wilson. One or two "smaller firms" have protested that NPA's order went farther than industry had anticipated, he added.

GUILD ULTIMATUM TO ROACH

HAL ROACH Jr., vice president in charge of production at Hal Roach Studios, Hollywood, Friday was served ultimatum by Screen Writers Guild, giving him 30 days to comply with Guild demand he pay Writer Roy Hamilton differential between TV and motion picture scale for work on script of *Tales of Robin Hood.* Picture was released theatrically through R and L Productions but was allegedly filmed for TV.

NARTB Nominees

(Continued from page 5)

be elected in each category) are:

Large Stations—Otto Brandt, KING Seattle (also FM); Richard M. Fairbanks, WIBC Indianapolis (retiring District 8 director); Paul W. Morency, WTIC Hartford (also FM stations); John F. Patt, WGAR Cleveland; Victor A. Sholis, WHAS Louisville; Glenn Snyder, WLS Chicago.

Medium Stations—Campbell Arnoux, WTAR Norfolk, Va. (incumbent TV director); Harry Buckendahl, KOIN Portland, Ore.; George D. Coleman, WGBI Scranton, Pa.; Roy Dabadie, WJBO Baton Rouge, La.; R. O. Dunning, KHQ Spokane; Robert D. Enoch, WXLW Indianapolis; John Esau, KTUL Tulsa (also District 12); Harold Essex, WSJS Winston-Salem, N. C. (also District 4); Robert W. Ferguson, WTRF Bellaire, Ohio; Eugene T. Flaherty, KSCJ Sioux City, Iowa; Michael R. Hanna, WHCU Ithaca, N. Y. (also FM); Rex Howell, KFXJ Grand Junction, Col. (also District 14); Leslie C. Johnson, WHBF Rock Island, Ill.; Richard O. Lewis, KTAR Phoenix; Lester W. Lindow, WFDF Flint, Mich.; Walter Rothschild, WTAR Quincy, Ill.; Henry W. Slavick, WMC Memphis (also FM); Robert D. Swezey, WDSU New Orleans (also FM; incumbent TV director); C. L. (Chet) Thomas, KXOK St. Louis; Walter E. Wagstaff, KIDO Boise, Idaho (also District 14); Gunnar O. Wiig, WHEC Rochester, N. Y.; J. P. Wilkins, KFBB Great Falls, Mont.; A. D. Willard Jr., WGAC Augusta, Ga. (incumbent).

Small Stations—Matthew H. Bonebrake, KOCY Oklahoma City; Louis R. Cook, KNOW Austin, Texas; Victor C. Diehm, WAZL Hazleton, Pa. (also FM); Paul Fry, KBON Omaha; Simon R. Goldman, WJTN Jamestown, N. Y. (also FM); Milton Greenebaum, WSAM Saginaw, Mich.; William C. Grove, KFBC Cheyenne, Wyo. (also District 14); Oscar C. Hirsch, WKRO Cairo, Ill.; Bill Hoover, KADA Ada, Okla.; Lee W. Jacobs, KBKR Baker, Ore.; F. Ernest Lackey, WHOP Hopkinsville, Ky. (also FM); Ben A. Laird, WDUZ Green Bay, Wis.; J. R. Livesay, WLBH Mattoon, Ill.; Clair R. McCollough, WGAL Lancaster, Pa.; (incumbent TV director; also FM); John F. Meagher, KYSM Mankato, Minn.; M. Luke Medley, WHUB Cookeville, Tenn.; A. G. Meyer, KMYR Denver; Frank R. Smith, WBVP Beaver Falls, Pa.; Hugh M. Smith, WCOV Montgomery, Ala.; A. E. Spokes, WJOY Burlington, Vt.; Gene Trace, WBBW Youngstown, Ohio; Charles C. Warren, WCMI Ashland, Ky.

FM Stations—Otto Brandt, KING Seattle (also large stations); R. M. Brown, KPOJ-FM Portland, Ore.; Victor C. Diehm, WAZL Hazelton, Pa. (also small stations); E. J. Gluck, WSOC-FM Charlotte, N. C.; Simon R. Goldman, WJTN Jamestown, N. Y. (also small stations); Michael R. Hanna, WHCU Ithaca, N. Y. (also medium stations); Gerald Harrison, WMAS-FM Springfield, Mass.; James Hicks, WCOS-FM Columbia, S. C.; F. Ernest Lackey, WHOP Hopkinsville, Ky. (also small stations); Clair R. McCollough, WGAL Lancaster, Pa. (also small stations); Paul W. Morency, WTIC Hartford (also large stations); Henry W. Slavick, WMC Memphis (also medium stations); Robert D. Swezey, WDSU New Orleans (also medium stations); Edward A. Wheeler, WEAW Evanston, Ill.; Earl W. Winger, WDOD-FM Chattanooga, Tenn.

FROM SPACE TO TIME

LACY'S, Washington chain described as one of largest newspaper advertisers in entire appliance field, signed Friday for campaign of 6,760 spots on five independent stations in national capital. Seven-store unit to spend $26,000 in 13-week drive promoting home demonstrations, with 520 spots per week. Package worked out by Irving Abramson, Lacy's advertising manager, and Stanley House, radio-TV director of Art Ads Agency. Cooperating sponsors are Admiral, Bendix, Emerson, GE (electronics), Hot Point, Motorola, Philco, RCA-Victor, Deepfreeze, ABC washers and Hamilton dryers. Spots bought at average cost of $4. One-minute spots to have hillbilly motif. Chain operates seven stores. Stations are WEAM, WGAY, WINX, WOL and transit (WWDC-FM).

Business Briefly

(Continued from page 5)

cereals), moves *Ranger Joe* western series from ABC-TV to CBS-TV effective March 2, CBS-TV Network Sales Vice President Fred M. Thrower announced Friday. Time period will be unchanged: Sundays, 12 noon-12:15 p.m. EST. Ranger Joe agency: Lamb & Keen, Philadelphia.

ESQUIRE AGENCY ● Esquire Inc., Chicago (*Esquire*, *Coronet*, and *Apparel Arts* publications), to Doyle, Dane, Bernbach Inc., that city. Firm currently using radio and TV spots.

SHAVING PRODUCT ● Colgate-Palmolive-Peet to introduce new shaving cream product, with radio and TV likely to be used. Agency, Wm. Esty Co., N. Y.

CITIES SERVICE FETE ● Cities Service Co. to celebrate 25 years of unbroken network broadcasting on NBC Feb. 18. Gala program to originate in Carnegie Hall, New York, with many special features.

BAKERY DRAMA ● Streitman Biscuit Co., Cincinnati, sponsors *Royal Playhouse* on WBTV (TV) Charlotte, N. C., and WSAZ-TV Huntington, W. Va., 26 weeks. Show owned by Bing Crosby Enterprises and sold through United Television Programs. Harry M. Miller Agency, Cincinnati, places account.

TOOTSIE QUIZ ● Sweets Co. of America, N. Y. (Tootsie Rolls), to sponsor quarter-hour quiz show, *Tootsie Hippodrome*, starting Feb. 3, Sun. 12:15-12:30 p.m. on ABC-TV. Agency, Moselle & Eisen, N. Y.

MORE FOR LEVER ● Lever Bros., N. Y. (Chlorodent), adding stations to list for eight-week campaign starting Feb. 4. Agency, J. Walter Thompson Co., N. Y.

CUBS EXCLUSIVE ON WGN-TV

CHICAGO CUBS home schedule of 77 games will be telecast for fifth time by WGN-TV Chicago, but this year for first time on an exclusive basis. Station has carried Chicago White Sox (American League) games exclusively for past four years. Jack Brickhouse will handle commentary. Announcement was made jointly by Frank P. Schreiber, treasurer and manager of WGN Inc., and James T. Gallagher, Cubs business manager.

PEOPLE..

NATHAN STRAUS, president and ow WMCA New York, appointed national tr urer of Kefauver-for-President Clubs. Straus was formerly administrator of U Housing Authority.

IRVING G. ROSENBERG, manager of Mont Labs Cathode-Ray Tube Div. since 1 named director of operations with full resp sibility over TV Receiver and Cathode- Tube Divisions.

EDWARD C. RYAN Jr., senior account exe tive S. R. Leon Co., N. Y., advertising, elec vice president.

MICHAEL DAVIDSON, publicity direct Hirshon-Garfield, named advertising mana and assistant to president of Charles An Inc., and National Health Aids, Baltimore New York. Firm's agency, Television Adv tising Assoc., Baltimore, has opened New Yo office at 110 East 36th Street.

ROBERT GERNAND to George Brods Agency, Chicago, as an account executive placing L. S. Preskill, resigned.

PETER M. SOUTTER, account executi Walter Thompson Co., Cincinnati, to Du TV Network, N. Y., sales department in a capacity.

COL. EDMUND C. STONER, assist to vice president in charge of sales for Fed Telephone and Radio Corp., decorated w Order of British Empire Friday at British c sulate in New York, for wartime work in veloping Allied Air Force communications s tem in Italy.

J. S. (JERRY) HYAMS, vice president charge of sales for Commonwealth Film & Corp., has resigned, according to Friday nouncement by Mort D. Sackett, president, w will handle sales until Mr. Hyams' successor announced within fortnight.

MOVIE EXECUTIVES TO APPEAR AT HEARING

MOTION PICTURE executives scheduled appear at FCC theatre-TV hearing, set to be Feb. 25, were listed by Motion Picture As of American and National Exhibitors Thea Television Committee, in appearances filed w FCC Friday.

Among those who will testify are:

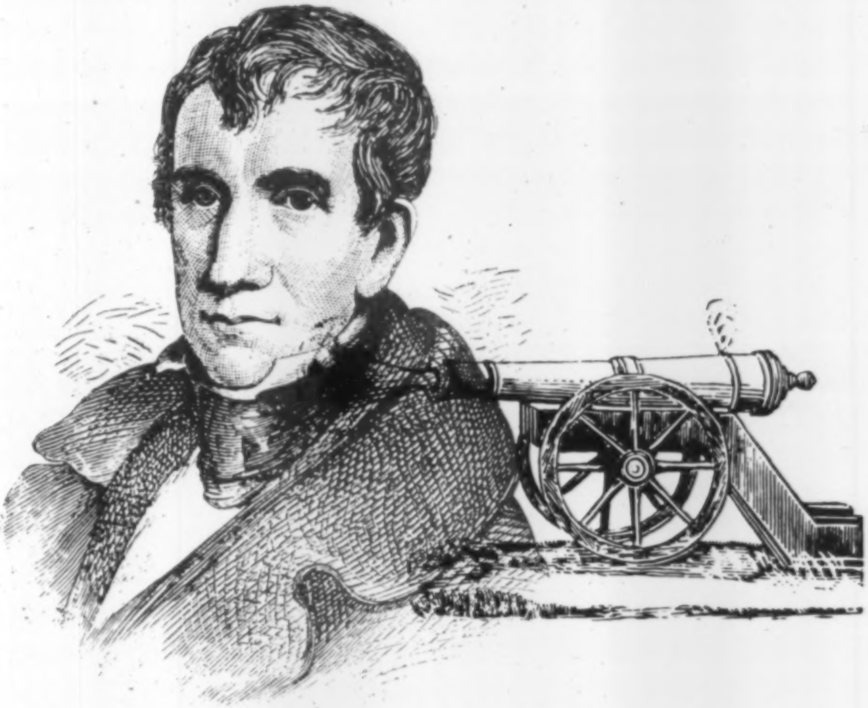
Producers—Spyros Skouras, president, 20th C tury-Fox; Herbert Yates, president, Repub Barney Balaban, president, Paramount; Ned Depi president, RKO; Jack Warner, production vice pr dent, Warner Bros.; Alfred Daff, vice presid Universal; Jack Cohn, executive vice presid Columbia; Eric Johnston, president, MPAA.

Exhibitors—S. H. Fabian, executive commi chairman, Theatre Owners of America; Ab Myers, chairman and general counsel, Allied St Assn.; Harry Brandt, Independent Theatre Ow of America; R. V. Harvey, Western Theatre Ow Inc.; Frank Walker (former Postmaster Gener Comerford Theatres, Pennsylvania; Mitchell Wolf president TOA and president TV station W Miami; Trueman Rembusch, president, Allied St Assn.

Others: Nathan Halpern, president, Theatre T vision Network; Richard Condon, Broadway ducer; Theresa Helburn, Theatre Guild; Br Atkinson, *New York Times* theatre critic; Will Morris, talent agent.

WKOW HEARING POSTPONE

HEARING on license renewal of WK Madison, Wis., scheduled for today (Mond [B•T, Jan. 14, 1952; Dec. 31, Nov. 12, 19 has been postponed to March 28. FCC set station for hearing to learn more about management contract with Atlass Amusem Co., headed by H. Leslie Atlass Jr., son of CBS Central Division vice president.



"Tippecanoe" stands for bravery

Battle of Tippecanoe

The valor that Virginia born-and-bred William Henry Harrison displayed in the famous Battle of Tippecanoe helped bring him the presidency of the United States and the nickname "Tippecanoe." This son of a signer of the Declaration of Independence, grandfather of still another president of the United States, was from the mold that traditionally has kept Virginia in the forefront of Southern progress. With this rich heritage, it's no accident that WTVR was the South's first TV station—that WCOD was Virginia's first FM station, and that WMBG now is celebrating its Silver Jubilee of service. These are Havens and Martin Stations, the First Stations of Virginia.

WMBG AM **WCOD** FM

WTVR
RICHMOND VA.
HAVENS & MARTIN INC.
CHANNEL 6
the south's first television station

WTVR TV

Havens & Martin Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA